

CHAPTER IV
FINDINGS AND DISCUSSIONS

This chapter consists of finding and discussions. The data taken in this research are presupposition of slogans in posters and social media advertisement in Banjarmasin. This section concerned with the analysis and discussion of the presupposition of slogans in poster and social media advertisement in Banjarmasin as the main concerns of the study.

A. The Presuppositions of Slogan Advertisement

The analysis of the presupposition of slogan advertisements here is based on problems in chapter I. As mentioned in the previous chapter that the purposes of the study are to classified and identify the types of presupposition of slogans in posters and social media advertisement in Banjarmasin that are selected the researcher. At the end of the discussion the researcher will know the types of presupposition that most dominant. There are tables of presupposition of slogan in posters and social media advertisements in Banjarmasin:

1.1. The table of presupposition of slogans in posters and social media advertisement in Banjarmasin.

Number Of Data	Presupposition	Types of Presupposition
1.	Hydro Coco “ <i>Taste Good, Feel Good</i> ” a. The Hydro Coco will give you the real coconut water sensation in a bottle.	Existential Presupposition

2.	Marlboro “ <i>Red is on The Move</i> “ a. Marlboro has moved to make a change in its product.	Lexical Presupposition
3.	Dunhill “ <i>Make it Your Journey</i> “ a. Make the Dunhill as your journey of life.	Existential Presupposition
4.	Lucky Strike “ <i>Where Mild Becomes Powerful</i> “ a. Where mild becomes powerful. b. The Lucky Strike cannot give you the power.	Structural Presupposition Non Factive Presupposition
5.	Marlboro “ <i>The Smooth Taste Of Gold Lights</i> “ a. The Marlboro cannot give you the smooth taste like gold lights.	Non Factive Presupposition
6.	LA Bold “ <i>My Bold Kind Of Party</i> “ a. Make LA Bold as part of your party.	Existential Presupposition
7.	Pocari Sweat “ <i>Born To Sweat</i> “ a. The Pocari Sweat is an isotonic drink that ready to born your sweats.	Existential Presupposition
8.	Nurrasya “ <i>Now Every One Can Be</i> “	

	<p><i>Beautiful “</i></p> <p>a. The Nurrasya has a perception that every one is not beautiful before using this product.</p> <p>b. Nurrasya is a product cosmetic that processed by using organic materials.</p>	<p>Lexical Presupposition</p> <p>Existential Presupposition</p>
9.	<p>Melia Propolis “<i>Natures Miracle Antibiotic</i>”</p> <p>a. The Melia Propolis is made from natures antibiotic in a simple bottle.</p> <p>b. Melia Propolis is a natures antibiotic from salivary of bee.</p>	<p>Existential Presupposition</p> <p>Factive Presupposition</p>
10.	<p>Magnum “<i>For Pleasure Seekers</i> “</p> <p>a. Magnum will give you pleasure in a new package.</p>	<p>Existential Presupposition</p>
11.	<p>Nutrice “<i>Go Healthy, Go Organic</i> “</p> <p>a. Nutrice will make you healthy by organic materials.</p>	<p>Existential Presupposition</p>
12.	<p>Samsung Curve TV “<i>The Beauty Of Curve</i>”.</p> <p>a. The Samsung TV is looked</p>	<p>Existential Presupposition</p>

	beautiful with the curve.	
13.	Triton Sport Utility Double Cabin <i>“My Remarkable Success Partner”</i> a. Triton as a partner which to make your remarkable success.	Lexical Presupposition
14.	Advan <i>“ Do Great, Make Better”</i> a. Advan is a slim phone that made you can bring anywhere easily. b. Advan will make you feel better with attractive design and supported by 4G as superiority.	Existential Presupposition Factive Presupposition
15.	Honda All New CBR 150 R <i>“ Own The Ride “</i> a. Honda CBR 150 new has all of control in rider hand.	Existential Presupposition
16.	Accelera <i>“ Speed’n Style Tyres “</i> a. Accelera tyres have the best speed.	Factive Presupposition
17	Epson <i>“ Exceed Your Vision “</i> a. Epson tried to exceed your vision.	Lexical Presupposition
18.	Black Auto Battle <i>“Pride Of The Rides”</i> a. Black auto gives the pride on the ride.	Factive Presupposition

19.	GT Radial “ <i>The Best Road Explorer</i> ” a. GT Radial is the best road explorer and the best quality tire.	Factive Presupposition
20.	Electronic Super Foods “ <i>Food For The Future</i> ” a. Electronic super food trying to present your food for the future.	Lexical Presupposition
21.	<i>Digital For Good Life</i> a. Digital is important for our life	Existential Presupposition
22.	Growbox “ <i>Grow Your Own Food</i> ” a. you can create your own food by Growbox.	Factive Presupposition
23.	Tangle Teezer “ <i>Cares For The Hair You Wear</i> ” a. There is Tangle Teezer that cares with your hair.	Existential Presupposition
24.	Rinnai “ <i>Experience Our Innovation</i> ” a. Rinnai is household products that make your work easier.	Existential Presupposition
25.	Maxxbrides “ <i>Creating Your Dream</i> ” a. Maxxbrides is a magazine which gives you information especially about planning the wedding.	Factive Presupposition

26.	<p>Skout “ <i>A Simple and Fun Way to Meet New People</i>”.</p> <p>a. The “Skout application” is simple and fun.</p> <p>b. “Skout application” is one of the way to communicate with new people.</p>	<p>Existential Presupposition</p> <p>Factive Presupposition</p>
27.	<p>Gojek “ <i>An Ojek For Every need</i> “</p> <p>a. Gojek is one of the transportation service that you can call in anytime you want.</p>	<p>Existential Presupposition</p>
28.	<p>Traveloka “ <i>Amazing Offer For Your Best Holiday Ever</i> “.</p> <p>a. Traveloka is amazing place that present you the best holiday ever.</p>	<p>Existential Presupposition</p>
29.	<p>Deco “ <i>Make up Your Home</i> “</p> <p>a. Deco is a solution to remove your home.</p>	<p>Lexical Presupposition</p>
30	<p>Naya Indo Consulting “ <i>Whole and Complete Solution</i> “.</p> <p>a. Naya indo is the exact consultant to solve your problem.</p>	<p>Factive Presupposition</p>

B. The Types of Presupposition of Slogan Advertisement

The Researcher will Analysis the data Based on Jerfkin's Theory of consumer advertisement. The consumer advertisement can be divide into three Categories three are; consumer goods, durable goods and consumer services.

1. Analysis of Consumer goods Advertisement

Consumer goods is the goods which are sold repeatedly and people daily necessity. Such as food and beverage, shampoo, cigarette, etc.

- Data No. 1

Hydro Coco “*Taste Good, Feel Good*”

- a) The Hydro Coco will give you the real coconut water sensation in a bottle.

The type of this presupposition is existential presupposition. The word *Real Coconut Water* in this presupposition makes assumption that the taste of the hydrococo is real and also we can look at the word in the picture *from the original by, the professional*. So, the existence of hydrococo brings the new sensation to enjoy the coconut water in a bottle (not from the real coconut).

- Data No. 2

Marlboro “*Red is on The Move*”

- a) Marlboro has moved to make a change in its product.

The type of this presupposition is lexical presupposition. The word *move* in this presupposition has asserted meaning that Marlboro has moved to make a change in the product to reach the best quality.

- Data No. 3

Dunhill “*Make it Your Journey*”

- a) Make the Dunhill as your journey of life.

The type of this presupposition is existential presupposition. Based on the slogan that written on the product, the presupposition conveys that existence of Dunhill can help you to select your journey of life. Besides, by looking at the new appearance of the product, the researcher can get the existential presupposition as well.

- Data No. 4

Lucky Strike “*Where Mild Becomes Powerful*”

- a) Where mild becomes powerful.

The type of this presupposition is structural presupposition. The presupposition using “*where*”, to show the characteristic of structural that used “Wh-question” in the sentence. It is clear to know of this presupposition is structural presupposition.

- b) The Lucky Strike cannot give you the power.

The type of this presupposition is non factive presupposition. The reader can see the word of the slogan advertisement is impossible for people to get the power while smoking by using Lucky Strike.

- Data No. 5

Marlboro “*The Smooth Taste Of Gold Lights*”

- a) The Marlboro cannot give you the smooth taste like gold lights.

The type of this presupposition is non factive presupposition. This presupposition convey the unreality of the words “Marlboro cannot give you the smooth taste”. It is impossible for people to taste of smooth like gold lights.

- Data No. 6

LA Bold “*My Bold Kind Of Party*”

- a) Make LA Bold as part of your party.

The type of this presupposition is existential presupposition. This presupposition conveys the existence of *Bold* to make a part of your party. Now LA bold comes with the new appearance that makes the reader more interest to buying LA bold. This presupposition convey the existence of different pictures in the poster.

- Data No. 7

Pocari Sweat “*Born To Sweat*”

- a) The Pocari Sweat is an isotonic drink that ready to born your sweats.

The type of this presupposition is existential presupposition. The presupposition conveys existence of the *isotonic drink*. from the word of the slogan the reader will know that Pocari Sweat is a new isotonic drink. It is good for you drink after your exercise. Pocari Sweat will be with you in all of your activities.

- Data No. 8

Nurrasya “*Now Every One Can Be Beautiful*”

- a) Nurrasya is a product cosmetic that is processed by using organic materials.

The type of this presupposition is Existential presupposition. This presupposition conveys the existence of cosmetic product. The Nurrasya is the processed by organic materials. In addition, from the picture the reader can understand that Nurassya has many benefit for every one.

- b) The Nurrasya has a perception that every one is not beautiful before using this product.

The type of this presupposition is lexical presupposition. It means that this presupposition makes assumption that people is not beautiful. So the Nurrasya tried to make every one to be beautiful by using Nurrasya product .

- Data No. 9

Melia Propolis “ *Natures Miracle Antibiotic* “

- a) The Melia Propolis is made from natures antibiotic in a simple bottle.

The type of this presupposition is existential presupposition. This presupposition makes assumption that nowadays the medicine has existed in a simple bottle. It makes you easy to bring everywhere.

- b) Melia Propolis is a natures antibiotic from salivary of bee.

The type of this presupposition is factive presupposition. The word *made* to show the fact that the Melia Propolis is made from natures antibiotic of salivary of bee. It means that Melia Propolis has many cured for people.

- Data No. 10

Magnum “ *For Pleasure Seekers* “

- a) Magnum will give you pleasure in a new package.

The type of this presupposition is existential presupposition. This presupposition conveys the existence of *magnum*. The reader can understand when they see the pictures that Magnum is ice cream by different cover of package that more interest than previous cover. Magnum will give you pleasure and bring the happiness in your life.

- Data No. 11

Nutrice “ *Go Healthy, Go Organic* “

- a) Nutrice will make you healthy by organic materials.

The type of this presupposition is existential presupposition. In this presupposition the reader understand is organic materials. The presupposition conveys that nutrice made from organic materials.

2. Analysis of Durable Goods Advertisements

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

- Data No. 12

Samsung Curve TV “ *The Beauty Of Curve* ”.

- a) The Samsung TV is looked beautiful with the curve.

The type of this presupposition is Factive presupposition. This presupposition conveys the fact that Samsung TV has *Curve of beauty* to make it more interesting and different with the other Product. The reader

can understand when they look at the pictures that Samsung is beautiful of curve TV.

- Data No. 13

Triton Sport Utility Double Cabin “ *My Remarkable Success Partner* “

- a) Triton as a partner which to make your remarkable succes.

The type of this presupposition is lexical presupposition. The word *Remarkable* in this presupposition has asserted meaning that Triton as your partner has maked success your life.

- Data No. 14

Advan “ *Do Great, Make Better*”

- a) Advan is a slim phone that makes your easy to bring anywhere.

The type of this presupposition is existential presupposition. The presupposition conveys the existence the Advan is a slim phone to make your life be better. It makes your activity easier.

- b) Advan will make you feel better with attractive design and supported by 4G as superiority.

The type of this presupposition is Factive presupposition. Advan have better performance with the gold champion design. The features of advan is supported by 4G smartphone camera. It will make the differences for the other smartphones. The reader can understand when they see the Advan product at the picture.

- Data No. 15

Honda All New CBR 150 R “ *Own The Ride* “

- a) Honda CBR 150 new has all of control in rider hand..

The type of this presupposition is existential presupposition. The presupposition conveys existence of the CBR 150 is new. From the pictures Honda CBR 150 have new good looking and the best performance. Honda CBR has presented total control in rider hand. It will make you satisfied and amazed.

- Data No. 16

Accelera “ *Speed’n Style Tyres* “

- a) Accelera tyres have the best speed.

The type of this presupposition is factive presupposition. This presupposition conveys the fact that Accelera tyres have good style and give the best speed. Accelera tyres is the best quality than the other. Many people using Accelera tyres for their car.

- Data No. 17

Epson “ *Exceed Your Vision* “

- a) Epson tried to exceed your vision.

The type of this presupposition is lexical presupposition. This presupposition makes assumption that Epson has tried to understand the vision of the user. It can help you to exceed your vision. Epson will make a good change in your life.

- Data No. 18

Black Auto Battle “ *Pride Of The Rides* “

- a) Black auto gives the pride on the ride.

The type of this presupposition is factive presupposition. The word *Pride* in this presupposition makes assumption that the black auto gives the prides on the rides.

- Data No. 19

GT Radial “ *The Best Road Explorer* “

- a) GT Radial is the best road explorer and the best quality tire.

The type of this presupposition is factive presupposition. This presupposition conveys the fact that GT Radial is the best tire. From this picture we can see that GT Radial has faithfully to follow the nation together. It becomes the popular tryres product in Indonesia country.

- Data No. 20

Electronic Super Foods “ *Food For The Future* “

- a) Electronic super food trying to present your food for the future.

The type of this presupposition is lexical presupposition. This presupposition makes assumption that Electronic Super Food has tried to presenting the food based on your taste and tried to complete the primary needs of the people now and in the future.

- Data No. 21

Digital For Good Life

- a) Digital is important for our life

The type of this presupposition is existential presupposition. This presupposition conveys the existence of *Digital* in our life. Nowadays the

digital has become an important thing in our life. There is the function of digital to make better your life.

- Data No. 22

Growbox “ *Grow Your Own Food* ”

- a) you can create your own food by Growbox

The type of this presupposition is factive presupposition. This presupposition conveys the fact that you can create your own food by Growbox. you can create everything the materials of food that you want. It makes your happy and fun by using growbox.

- Data No. 23

Tangle Teezer “ *Cares For The Hair You Wear* ”

- a) There is tangle teezer that cares with your hair

The type of this presupposition is lexical presupposition. This presupposition makes assumption that Tangle Teezer very care with your hair and the people will satisfied to use this product.

- Data No. 24

Rinnai “ *Experience Our Innovation* ”

- a) Rinnai is household products that make your work easier.

The type of this presupposition is existential presupposition. This presupposition makes assumption that Rinnai has presented the household product for the customer. You will get many experience and innovation when you bought the Rinnai product. Rinnai product has become the best quality in every year.

3. Analysis of Consumer Services Advertisements

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

- Data No. 25

Maxxbrides “ *Creating Your Dream*”

- a) Maxxbrides is a magazine which gives you information especially about planning the wedding.

The type of this presupposition is Factive presupposition. The word *give you information* to show the fact that the Maxxbrides can create your best wedding. It becomes one of top magazine and you can to reach your dream through Maxxbrides. It will make your best wedding became to reality.

- Data No. 26

Skout “ *A Simple and Fun Way to Meet New People*”.

- a) The “Skout application” is simple and fun.

The type of this presupposition is existential presupposition. In this presupposition the reader understand that Skout is an application that simple and fun. The presupposition conveys that the existence of *Skout*.

- b) “Skout application” is one of the way to communicate with new people.

The type of this presupposition is factive presupposition. This presupposition conveys that the skout is one of the right application to

meet new people. It is easy to use this application than the other. Skout is really simple and very fun to communicate with new people in the world.

- Data No. 27

Gojek “ *An Ojek For Every need* “

- a) Gojek is one of the transportation service that you can call in anytime you want.

The types of this presupposition is existential presupposition. This presupposition conveys the existence of *ojek* in our life. The public transportation has become a primary needs in our life. Gojek is one of the transportation service by using internet acces. You can call gojek whenever you need and you want. It always gives the best servant to the costumer.

- Data No. 28

Traveloka “ *Amazing Offer For Your Best Holiday Ever* “.

- a) Traveloka is amazing place that present you the best holiday ever.

The type of this presupposition is existential presupposition. This presupposition conveys the existence of *Traveloka place*. The reader can understand that Traveloka can offer you one of amazing place in the world. Traveloka is the best of place for your holiday ever.

- Data No. 29

Deco “ *Make up Your Home* “

- a) Deco is a solution to renove your home.

The type of this presupposition is lexical presupposition. This presupposition makes assumption that Deco tried to make good your home.

Deco is ready to make over your home with the best action. Absolutely It will make your home very beautiful, unique and more interesting.

- Data No. 30

Naya Indo Consulting “ *Whole and Complete Solution* “.

- a) Naya indo is the exact consultant to solve your problem.

The type of this presupposition is factive presupposition. This presupposition conveys the fact that the Consultant can complete your solution. It will give you the best solution to solve your problem. It has ensured to solve all of your problem. So, believed your problem only with Naya indo consulting.

C. The Most Dominant Type of Presupposition of Slogan Advertisement

The researcher selected the presupposition of slogan advertisement for thirty slogan advertisements. After the researcher identified and classified the presuppositions of slogan advertisement based on Jerfkin’s Theory of consumer advertisement. The consumer advertisement can be divided into three categories ,there are: consumer goods advertisement, consumers durable goods advertisement, and consumer service goods advertisement. The researcher has explained the data which have been analyzed based on previous data to get the result for this study. From thirty slogan in posters and social media advertisements in Banjarmasin, the researcher has found 35 presuppositions. Based on Yule, there are six types presupposition but, the researcher just found five types of presupposition of slogan in posters and social media advertisements in Banjarmasin , there are: existential presupposition, factive presupposition, non

factive presupposition, structural 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 advertisements from the inexistent to be existential. Because of that this presupposition mostly exist in the products of advertisement. Some of the example of advertisement that have existential presupposition are Hydrococo, Advan, and Gojek. The researcher will explain more the sample to make this study clear. Hydroco is a new drink that have a real coconut water in a bottle. As we know if the coconut water only we get from the original coconut. The company has tried the new innovation to make the real coconut water in a bottle. it is mean that if we want to drink coconut water, we don't have to drink from the coconut because we have to peel for the first and it is not simple. In other word the Hydro Coco has exist to complete what the consumer want. Hydrococo is the real coconut water in a bottle. It is simple to brink whenever and wherever you want.

Next, Advan is a new handphone with the best design, support by 4G as superiority, and with the best quality. As we know in the past, people did'n have the telephone and not every people can use the telephone. Some times telephone can make difficult of our activities. It is very important when we need to communicate with our business relation or our friend to ask or give some information and it is very expensive. After that, one of the phone company make new product of telephone that is handphone. Handphone is a solution that presented to solve and complete the people need. It's very simple to your bring.

The price of handphone is not expensive anymore. Now, handphone has developed with the best technology and various of the handphone product. One of them is Advan, it is exist to make our life simple and exist in our activities.

After that Gojek is one of service transportation. The public transportation has been a primary of needs in our life. Not everyone has a car or motorcycle in their home. They must take the public transportation to do their activities. One of the public transportation is *ojek*. Sometimes we have to come to certain place on time such as; go to school, or office. And at the time we are very difficult to find the ojek or we have to wait for along time. Because of that Gojek has existed to make all of our activities easier. You can call Gojek in anywhere and anytimes. Gojek will give you fast respond to comes wherever you were and give the best service to the costumer. There are some explanation of the existential presupposition that exist in the slogan of poster and social media advertisement. Moreover as to support that the presupposition above mostly dominant the researcher get the result as follows: 17 Existential Presupposition, 9 Factive Presupposition, 6 lexical Presupposition, 2 Non-Factive Presupposition and 1 structural Presupposition.