

## CHAPTER V

### CLOSURE

This chapter contains conclusion and suggestion of the study. The conclusion section present the result of the analysis conducted in the previous chapter. This chapters ends with suggestions for further research on literature studies.

#### **A. Conclusion**

1. This research study has successfully to answered of this research questions for the presuppositions that found of slogans in posters and social media advertisement in Banjarmasin. Based on analysis of the data, from thirty slogan of advertisements the researcher has found 35 presuppositions.
2. From 35 presupposition of slogans advertisement the researcher concluded that 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.
3. The most dominant type of presuppositions found in selected of slogans in posters and social media advertisement in Banjarmasin is *Existential Presuppositions*, There are 17 Existential Presupposition or about 48%. There are 9 Factive Presupposition or about 26 %. There are 6 Lexical Presupposition or about 17%. There are 2 Non- factive Presupposition or about 6%. There are 1 Structural Presupposition or about 3%.

## **B. Suggestion**

1. Learning pragmatics is interesting subject to study. The researcher suggested that lecturers of English departemen of IAIN Antasari Banjarmasin have to use many authentic material such as advertisement, newspaper or magazine in teaching learning process.
2. The researcher suggested that the reader could to choose the best product by knowing the presuppositions of slogan advertisement.
3. who are interested in studying pragmatic to explore the study of presupposition in other utterances, sentences or text by using different media or different subject like presupposition in the scrip of movie, presupposition in the novel or magazine and make the other pragmatics analysis such as entailments, deixis or implicatures.