THE USAGE AND TYPES OF PRESUPPOSITION IN "CNN" TWITTER SOCIAL MEDIA: PRAGMATICS APPROACH

THESIS

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Melly Siska Suryani, S.S., M.Hum.

ABSTRAK

Penelitian ini adalah penelitian pragmatik yang menjelaskan tentang presuposisi. Tujuan dari penelitian ini untuk mengetahui tipe-tipe presuposisi dan penggunaan presuposisi pada akun twitter CNN. Penelitian ini adalah penelitian kualitatif deskriptif. Peneliti menggunakan metode observasi dalam mengumpulkan data dengan teknik non partisipan dimana peneliti tidak ikut terlibat aktif pada akun twitter CNN. Kemudian, peneliti menggunakan metode padan pragmatik untuk menganalisis data. Teori yang di gunakan untuk menganalisis data adalah Yule (2010) and Ge (2011). Selanjutnya, untuk penyajian hasil data, peneliti menggunakan metode informal yaitu metode penyajian hasil analisis data dengan menggunakan kata-kata. Dari hasil analisis, tipe-tipe presuposisi yang ditemukan pada akun twitter CNN yaitu leksikal presuposisi, faktif presuposisi, struktur presuposisi, non faktif presuposisi, eksitensial presuposisi, konter faktual presuposisi. Tipe yang paling banyak ditemukan adalah leksikal presuposisi dan untuk tipe yang sedikit ditemukan adalah tipe non-faktif. Peneliti juga menemukan penggunaan dari presuposisi, diantaranya keringkasan, ketertarikan, pembesaran, tekanan, pelembutan, persembunyiaan, pengajakan, pelindungan diri.

Kata kunci: pragmatik, presupposisi, twitter

ABSTRACT

This research is pragmatics research which describes presupposition. The aim of this research is to know the usage of presupposition and type of presupposition on CNN Twitter account. This research is qualitative descriptive. The researcher used observational method with non-participant techniques that means researcher did not take part in this analysis. Then, the researcher used pragmatic identity method to analyze data. Theory that the researcher used to analyze this research are Yule (2010) and (Ge, 2011). For presenting the data, researcher used an informal technique that is presenting the data by using words. The researcher found all the type and usage of presuppositions on CNN twitter, they are lexical presupposition, factive presupposition, existential, counter factual, structural, non- factive presupposition. The researcher found the most dominant types is lexical presupposition and for the few types found is non-factive presupposition. The researcher also found the usage of presupposition. They are Conciseness, Interestingness, Enlargement, Emphasis, Euphemism, Concealment, Persuasion, Self- protection.

Kata Kunci: pragmatics, presupposition, twitter

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Batam, 18th July 2020

(Adrian Kurniandi)
161210085

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CHAPTER I

INTRODUCTION

1.1 Background of the research

One of the unique skills of human is able to create a language. Difference with another creature that communicate with just sound or gesture, human is able to create complex sound that has different meaning. According to Suryani (2019), Language is used to exchange the ideas between speaker and hearer or writer and reader. Nowadays, the use of language has become interactive with the rise of computers, internet, and mobile devices. People have studied language. Started from the study of sound, to the word, the sentence, and the meaning. The meaning of language can be different from the utterance itself, especially if it is regarding about context. The study about contextual meaning itself is called pragmatics (Leech, 1989).

According to Cruse (2000), pragmatics is an aspects of information (in the broadest sense) expressed by language which is not encoded by a generally accepted standard in the language used but which is naturally derived from and based on the meaning conventionally encoded in the language form used, taken in conjunction with the context in which the forms are used (emphasis added). In contrast to semantics that examine literal meanings, pragmatics learns how meaning transmission depends not only on the speaker and listener's structural and linguistic knowledge, but also on the

context of speech. There are some topics in learning the language in pragmatic. One of them is presupposition.

Some experts have created the theory regarding the presupposition. Yule (2010) said that presupposition is something that is assumed by the speaker as an event before generating a speech. In addition Cummings (2009) said that presuppositions are assumptions or inferences implicit in certain linguistic expressions. Based on two experts above it can be stated that presupposition is some though that the speaker thinks before the speaker speaks the word. Moreover in the proses to learn pragmatic meaning, context of the sentence is necessary. The speaker and addressee must know or assume a presupposition for the utterance to be considered suitable in context. Yule (2010) stated there are six types of presupposition, they are, factive presupposition, lexical presupposition, non-factive presupposition, and counterfactual presupposition, existential presupposition, structural presupposition.

Presupposition can be found in utterance or sentence. For example in the utterance "If I have a car, I will come to your house" there is presupposition "I don't have a car" (Yule, 2010). The presupposition is triggered by the word "if" that indicated that the speaker just had imaginative though that he or she has a car because of the word "if." This presupposition also called counter factual presupposition. Moreover, presupposition can be found in social media.

Social media nowadays has many features. People do not only use it to text or call someone, but they also use it to share photo, video, moment. One of the biggest

social media in the world is twitter. Just like the other social media, people can share everything with their friend in twitter. The post or some article that people or the user make in their wall is called tweet. Besides, from the tweet of the twitter, presupposition can also be triggered.

For example in the account of @funnyordie his tweet focused on humor and joke. In his tweet at June 17th, 2019 "There should be a hallowen in the summer for all the costume ideas that will be too old by October". In the tweet the reader could know "there are costume in hallowen for the month of "October". This is called as presupposition, because the sentence used the word "October". The type of presupposition that is used the definite description to trigger it and it is called existential presupposition.

Then, presupposition also can be found @CNN in twitter. @CNN is one of the famous account in the twitter that focused on the tweet about news, lifestyles, sport, etc. The followers of @CNN is 43.2M. In the tweet at October 1st, 2019 "Nineteen pregnant teens and women were rescued as Nigerian police busted a suspected child trafficking ring planning to sell babies, a police spokesman told CNN on Monday. The victims ranged in age from 15 to 28". In this tweet there is presupposition "nineteen teens and woman were kidnapped". This is a lexical presupposition. In this case, lexical presupposition is formed by the utterance "were rescued", if someone were rescued then reader would know they had been kidnapped that they needed to be rescued. Also by analyzing this presupposition, it could be stated that the usage of this presupposition

as an emphasis. The new information that is the presupposition helps the reader to know more about the case before they read all of the news.

Basically, there were many researchers that had discussed presupposition. Puksi (2018), focused on to find out how a comic established strategy through presupposition in contributing to building a humour effect in stand-up comedy. In this research, a qualitative descriptive method was used to obtain a complete and profound conception. Domaneschi & Di Paola (2019) analyzed the presupposition role in the process of aging of human. The results found that older adults have higher processing costs if presuppositions require challenging cognitive representations of digital language comprehension, and the age factor affects the ability to retrieve knowledge that is inserted in the discussion as taken for granted.

Even though there are some researchers that analyzed presupposition in movie or novel, there was none of them analyzing the presupposition in the Twitter. This research focused on finding type of presupposition and the usage of presupposition in twitter. It is important to conduct this research to understand more about the utterance in twitter and learn more about meaning in the Twitter.

1.2. Identification of the problem

Based on the background, there were some problems that can be analyzed.

1. The usage of presupposition in "CNN" twitter account.
2. The types of presupposition in "CNN" twitter account.

3. The reason of choosing presupposition in "CNN" twitter account.

4. The problem about the presupposition that did not survive after negation in "CNN" twitter account.

1.3. Limitation of the problem

The researcher limited the problem from identification to focus on two problems. This research focused to answer.

1. The type of presupposition in the @CNN twitter.

2. The usage of presupposition in the @CNN twitter.

1.4. Formulation of the problem

To make the problem more understandable, the researcher converted the problem into questions.

1. What are types of presupposition found in the @CNN twitter?

2. What are the usages of presupposition in @CNN twitter?

1.5. Objectives of the research

According to the problem that researcher stated above, this researcher has two objectives.

1. To describe the types of presupposition in @CNN twitter.

2. To describe the usage of presupposition in @CNN twitter.

1.6. Significances of the research

Significances of the research are the purpose of this research. This significant is divided into two parts. They are theoretical and practical significances.

1.6.1. Theoretical significance

Based on objectives that the researcher mentioned. This research is expected to have benefit to the reader, such as:

1. This research can give further information especially in presupposition.
2. This research can increase the knowledge, insight, and experience English department students in studying language.

1.6.2. Practical significance

There are some practical purposes. This research is expected to be useful for the other people. First, this research can be implemented in studying English language in linguistics field. Second, this researcher is expected to give more practical contribution for the research in describing the phenomenon of presupposition.

Definition of Key Terms

In this writing, there are various key terms used to guide the reader in understanding this research:

Pragmatics	The study of meaning and studies the utterance of a speaker in a conversation with contextual meaning. (Yule, 2016)

Presupposition   Refers to those pragmatic inferences or assumptions which seem to be built into linguistic expressions and can be isolated by linguistic text (Levinson, 1983).

Twitter   Twitter is a 'microblogging' system that allows you to send and receive short posts called tweets. Tweets can be up to 140 characters long and can include links to relevant websites and resources (Mcfarland & Ployhart, 2015)

CHAPTER II

REVIEW ON RELATED LITERATURE AND THEORITICAL

FRAMEWORK

2.1 Pragmatics

According to Yule (2010), pragmatics is the study of meaning in contextual. In communication, as a human being needs to talk one to another. Understanding what the speaker's utterance is the important because sometimes, not all the utterance can be understood or it must be implied meaning and cannot be predicted so the people must know about the context first. Pragmatics describes as a study of meaning in context. In the same way, Trudgill (2000) stated that pragmatics is about meaning in context. Secondly, it's about the purpose of the speaker or listener. Therefore, Pragmatics does not concern the grammar or actual meaning of words, but the sense intended by the speakers and perceived by the listener. Pragmatics can be defined as the analysis for their interpreters, such as the communication aims, the communication principle.

Context is the condition which give rise to the discourse and within the discourse is embedded (Cruse, 2000). The context reflected the influences of one or more of the following components: the participants, setting, topic, and function. According to Holmes, (2000), writes that there are certain factors related to language users and the social environment and communication feature. Who speaking to whom is an important factor, such as wife-husband, boss-workers are. Generally speaking, setting social

context such as home, work, university, etc. is also a relevant factor. It means that according to its uses as well as its users, according to where it is used and to whom as well as according to who is using, language can be different.

Levinson (1983) stated pragmatics is a study of language from a functional perspective, which attempts to explain facets of linguistic structure by reference to non-linguistic pressures and causes. It means that pragmatic it is about study on language that has a relation between the context and the sentences. Also pragmatic is a study of what the causes and the function in pragmatic in language itself. Some study about pragmatics is about presupposition.

2.1.1 Presupposition

According to Cruse (2000), Presupposition is an important role in the production and comprehension of speech act. For example:

"My brother has a big house" (Cruse, 2000)

It presupposes that "he has a brother, and his brother is rich." Hudson (2000) stated that a presupposition in a sentence that assumed certain information presumed (presupposed) to be valid. Whether the utterance is put in the form of a statement, denial or query, and may be associated with a particular lexical element or grammatical function in the utterance, it will generally remain a reasonable assumption. It means in the utterance sometimes there is other information that is not necessary true.

Yule (2010) said that presupposition as markers of possible presuppositions that can only become true presuppositions in the sense of speakers. Thus, Yule (2010) stated there are six types of presupposition which are: the existential, the factive, the non-factive, the lexical, the structural and the counter factual. It means presupposition can be found in sentences or phrase. With some condition that could be true or not, the presupposition according to Yule (2010), it was divided into six types.

2.1.2 Types of presupposition
1. The existential presupposition

The existential presupposition is assumed to be either present in constructional possessive. For example:

"*Her iron*" (Ge, 2011)

It presupposes (») *she has a iron*) or for any definite noun phrase, as in the use of phrases such as: the King of Sweden, the cat, etc., the speaker presupposes the presence of the named entities. It means this types of presupposition by the existential the noun itself.

2. The factive presupposition

Factive presupposition since some words are used in the sentences to denote facts, such as, *regret, glad, odd, know, realize* and *aware*. For example:

"Everybody knows that Clara was beautiful*"* (Yule, 2010)*.*

It *presupposes* that John is beautiful. It means this types is the verb that had indicate a fact or real.

3. The non-factive presupposition

Non-factive presupposition is the contrast of factive presupposition. It is assumed not to be true. Verbs like *dream, imagine* and *pretend* are used with the presupposition that what follows is not true. For example:

"Clara dreamed that she was rich" (Yule, 2010)

It presupposes that Clara was not rich. It means this types is the verb that had indicate not real or true.

4. The lexical presupposition

The lexical presupposition is the use of form with its asserted meaning is conventionally interpreted with the presupposition that another meaning is understood. For example:

"Someone managed to do something" (Ge, 2011)

The asserted meaning is that the person succeeds in some way. So when people claim that someone did not perform, the implication is the person did not succeed. Nevertheless, there was an assumption (not asserted) that the individual was attempting to do anything like that. Thus conventionally perceived as declaring succeed and

presupposing tried (Yule, 2010). It mean this type had indicated something that stop or begin.

5. The structural presupposition

The structural presupposition is conceptual assumptions. In this case, these sentence structures have been examined as conventionally and regularly assuming that part of the structure is assumed to be true. One would suggest that speakers may use these systems to view knowledge as presumed (assumed to be true) and therefore to be recognized as valid by the listeners. For example:

"When did Clara go?" (Ge, 2011)

It presupposes that Clara go. The presupposition of a sentence is the set of conditions that had to be satisfied in order for the intended. It mean this type has the structure of the sentence itself.

6. The counter-factual presupposition

Counter-factual presupposition is presupposed is not only true, but was the opposite of what is true, or contrary to facts. For example:
"If you were a friend of his, you should have supported him" (Ge, 2011)

It presupposes that you are not his friend. The conditional form of this sentence presupposes that the knowledge in the if-clause is not true at the time of the speech. It

means this type had the word that indicated the sentence has a contrast with the condition of the speaker.

2.1.3 Usage of presupposition

There is theory regarding the usage or the function presupposition. Peccei said in Ge (2011) there are eight usages of the presupposition that are acceptable.

1. **Conciseness**

Concise language is more meaningful, powerful and convincing. For example:

The most widely used syntactical constructs in advertising language imperative phrases such as purchase something or do something and "You can ..." in advertisements mean something more like "You need something," "We can offer you ..." or "You can find comfort and relaxation with us" (Yule, 2016).

These presuppositions bring immediate effectiveness to advertisers. It means the presupposition had the use to make people understand the intention of the speaker by short sentence or utterance.

2. **Interestingness**

This presupposition contains the shortcoming of product, therefore, the advertisement much more easily attracts consumers' attention. Consumers can soon find that the presence of noise in a presupposition is rational, and does not in any way affect the functioning of the car, but, on the contrary, represents its high quality. As a consequence, the engagement of the reader and the amusement in the process are

induced by user incomprehension and understanding. This means that this usage makes the sentence more interesting and draws people to learn.

3. Enlargement

Presupposition can enlarge the amount of information because presupposition information hardly appears solely. For example in the utterance:

"Why suffer another summer?" (Air conditioner) (Yule, 2016)

The main information of the sentence can enlarge the amount of information by increasing information density. The new information is air conditioner and old information is the question itself

4. Emphasis

In communication, people convey certain information. The information can be given information and new information. The speaker will order given information before new information. The "unmarked" sequence of the information system is considered to be "given-new," Yule (2016) which indicates that the arrangement of the information is in a series that goes from the information to the new information. The information emphasis is always structured at the last lexical point of the new information to be presented. In a word, presupposition determines the content and position of information focus of an utterance. The change in presupposition means the corresponding change in the information focus.

5. Euphemism Function

In the process of writing, the researcher must take the reader' face wanted into consideration by employing mitigating devices and face-saving acts such as circum locution. For example:

"The simple, gentle, long-lasting way to remove your unsightly hair and keep your skin looking smooth, silky and sensual. Face off, by Larry Mathews. (Arianto, 2019)."

This argument presupposes that you have an unsightly face. That kind of presumptuous knowledge will trigger people's antipathy if it revealed too explicitly, as it will put their faces at risk and make them feel uncomfortable.

6. Concealment

Sometimes utterance can conceal specific information deliberately to achieve certain effect and presupposition hence is employed. Presupposition closely connects with the speaker's belief, attitude and intention. In fact, it stems from people's experience of how language users conventionally perceived words and structure, so the conclusion can be very "sneaky." This has the characteristics of concealment and is also used to cover up some of the evidence in the commercial.

7. Persuasion

Presupposing information contained a statement has the function of persuading people to read. All questions have internal presuppositions, and they are persuasive. They are also seen as "extremely useful for interrogators or trial lawyers. Since

presuppositions have the potential to live under negation or challenge, it takes a lot of effort to refute any presupposition in questions.

8. Self-protection

To order to differentiate their own ads from readers to a vigorous rivalry in advertising, advertisers lose no effort in publicizing the merits of their goods. It leads to the use of other promotional techniques, such as hyperbole and contrast. Hyperbole was used to overstatement to achieve the goal of information emphasis. Therefore, the presupposition can role again because it could downgrade the degree of the laudatory words, phrases and expressions.

2.2 Previous Research

Mazzarella & Domaneschi (2018) focused on the study the effect of presupposition in ostensive or inferential communication. The result by treating presupposition as part of what is ostensibly communicated by the speaker, it provided a unified account of the so-called ' informative ' assumptions. The difference with this research is in the subject and the object. However the previous researcher focused on effect of presupposition in some speaker utterance, this present research focused on presupposition in twitter.

Lee (2005) proposed a new classification of negation to presupposition and implicature. The result presupposition/ implicature canceling cases are separated from metalinguistic negation, contrary to most standard approaches at present. The

difference with this research is also in subject and object of the research. However the previous research focused on the new classification of negation in some presupposition, this present research focused on presupposition in twitter.

Oktoma & Mardiyono (2013) focused about types of presuppositions and their meaning in the short stories. The result that found that there are 219 presuppositions. 129 existential presuppositions or 58,90, 47 lexical presuppositions or 21,56 %, 9 structural presuppositions or 4,10 %. The difference with this research are also on some subject and object of the research. The previous research focused on the type and meaning of presupposition in short story, this present research focused on type and usage of presupposition in twitter.

Dewi (2008) focused on the role of presuppositions, implicatures, as well as to see the maxims violated or flouted in the comic strips. The result shows that presuppositions and implicatures are much influenced by the background knowledge. The difference with this research are also on subject and object of the research. However the present research focused on the role presupposition in comic strips, this research focused on type and usage of presupposition in twitter.

Asti & Indarti (2016) focused on finding out entailment and pairs of presupposition by using negation in utterances from comic strips. The difficulty of distinguishing pair of entailment and presupposition in the comic strip using negation test has been successfully solved. In this case, negation test is suitable to test entailment and presupposition. The difference with this research is also on subject and object of

the research. This previous research focused on the presupposition under negation in comic strips, this present research focused on type and usage of presupposition in twitter.

Ananda, Wihadi, & Suryana (2016) focused to find the types of presupposition and describing the functions of presupposition in advertisement found in consumer advertisement slogans of the Jakarta Post Newspaper. The results showed that the writer found 20 presuppositions. 11 existential presupposition, 4 factive presupposition, 3 lexical presupposition, and 2 non-factual presupposition. Regarding the function of presupposition in advertisement, the writer also found the implicit competition that made the advertisement memorable. The difference with this research is object of the research. However the previous researcher focused on the types and function in consumer of Jakarta Post, this present research focused on type and usage of presupposition in twitter.

Sukmawan & Supendi (2016) focused to describe structural presupposition and factor that determine occurrence of presupposition in Wayang Golek Show. The result is the usage of wh-question forms in Sundanese in structural presupposition and factors that determine occurrence of presupposition are addresser, addressee, content of an utterance, and goal of an utterance. The difference with this research are also on subject and object of the research. However the previous research focused on the structural presupposition in wayang golek show, this present research focused on type and usage of presupposition in twitter.

2.3   Theoretical Framework

This research used CNN twitter account as the source of the data. Based on the phenomena, the researcher used theory of presupposition from (Yule, 2016). The presupposition has type and also usage of the presupposition by (Ge, 2011). The theory was applied to analyze the presupposition in the CNN twitter account.
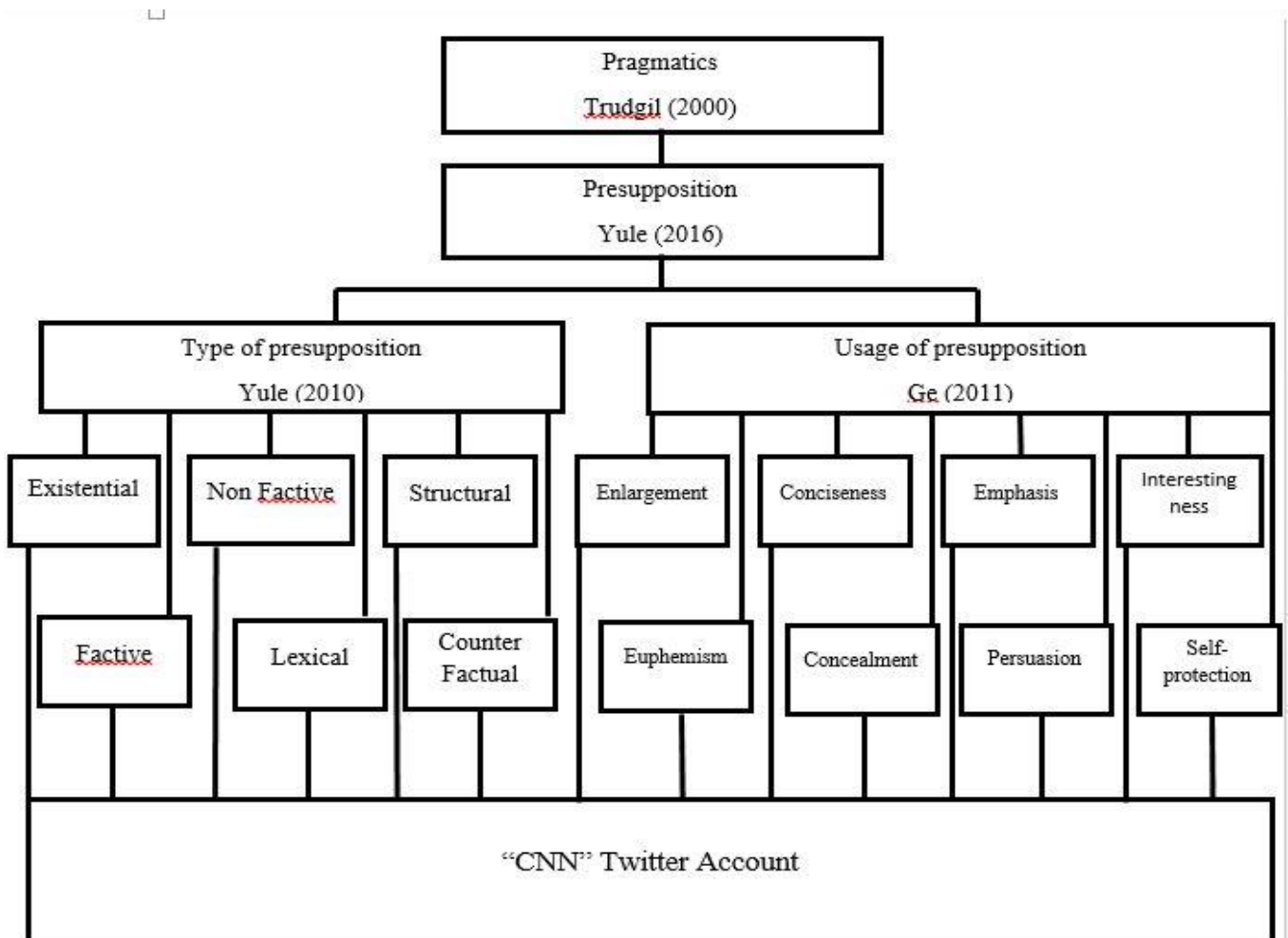

Figure 2.3 Theoretical Framework

CHAPTER III

RESEARCH METODOLOGY

3.1   Research Design

This is a descriptive qualitative research (Creswell, 2009). Qualitative study focuses on generating descriptive information in the form of the person's written or spoken words. Descriptive data is data that exists in written words or utterances from someone we're going to analyze (Sudaryanto, 2015). That means that analyzing focused on the utterance in the data. The researcher used qualitative research that identified in @CNN.

3.2   Object of the Research

Object of the research is important because the researcher must be careful in deciding the data used in this study. The object of this research was presupposition. From the source of data, it was taken from the date October 1st until December 31st 2019, the researcher took he most popular tweet based on like and re-tweet in @CNN.

3.3   Method of Collecting Data

To collect the data, it was applied observational method by Sudaryanto (2015). He stated that method of observation is how to collect the data by observing. In this study, the researcher used non-participatory data collection methods because the researcher did not involve in the writing of a tweet. There were some steps that the researcher had followed in collecting the data. The first, took all the utterance in the tweet that contained presupposition. Last, classified the data.

3.4   Method of Analyzing Data

In analyzing the data, the researcher used pragmatics identity method by (Sudaryanto, 2015). Pragmatics identity method is a method analyzing by looking at the contextual information. It was used because in analyzing presupposition in the twitter, how contextual meaning were needed whether it is referred to the types of presupposition and the usage of presupposition. Sudaryanto (2015) stated that competence- in equalizing is the competence to equalize the data in this research. this research identified based on Yule 's (2016) theory.

There were steps that the researcher used when analyzed the data. First found out the context related to the utterance in the CNN twitter account. The context explained the way and how the utterance happened. The context was matched with the utterance to know the meaning based on the theory. Finally the utterance that contained by presupposition were analyzed to answer the research question based on Yule's theory.

3.5   Method of Presenting the Result Analysis

Sudaryanto (2015) stated that there are some ways to present the result analysis. One of them is informal method. It refers to the process by which the interpretation of the results is interpreted using words: it meant that the findings might be represented using words or phrases. The researcher used this method to make the readers understood about the topic easily.