

**AN ANALYSIS OF PRESUPPOSITION AND
SOCIETY'S PERSPECTIVE TOWARD OUTDOOR
ADVERTISEMENT SLOGAN FOUND IN BATAM:
A PRAGMATIC APPROACH**

THESIS



**By:
Suyono
141210047**

**ENGLISH DEPARTMENT
FACULTY OF SOCIAL AND HUMANITIES
PUTERA BATAM UNIVERSITY
YEAR 2018**

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THESIS

**Submitted in Partial Fulfillment of the Requirements for the Degree of
Sarjana Sastra**



**By:
Suyono
141210047**

**ENGLISH DEPARTMENT
FACULTY OF SOCIAL AND HUMANITIES
PUTERA BATAM UNIVERSITY
YEAR 2018**

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Nama : Suyono
NPM/NIP : 141210047
Fakultas : Social dan Humaniora
Program Studi : Sastra Inggris

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Is the real work of myself and I realize that thesis has never been published in other media before, partially or entirely, in the name of mine or others.

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141210047

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Sarjana Sastra**

The thesis has been approved to be examined on the date as indicated below

Batam, 16 March 2018

**Afriana, S.S., M.Pd.
NIDN: 1005128503**

ABSTRAK

Presuposisi tidak hanya terjadi dalam komunikasi langsung atau verbal, tetapi presuposisi juga terjadi dalam slogan-slogan di iklan. Tujuan penelitian ini untuk menemukan tipe-tipe presuposisi (praanggapan) dan mengetahui persepsi masyarakat terhadap presuposisi dalam slogan iklan di luar ruangan yang ditemukan di Batam. Penelitian ini menggunakan pendekatan pragmatik dan menggunakan teori George Yule. Penelitian ini adalah penelitian kualitatif. Dalam mengumpulkan data peneliti menggunakan metode observasi dan wawancara terstruktur dengan teknik catat dan pancing (Sudaryanto). Dalam menganalisis data peneliti menggunakan metode deskriptif kualitatif. Hasil penelitian akan disajikan dengan metode informal dalam bentuk kata kata. Hasil penelitian ini peneliti menemukan ada 23 presuposisi di slogan iklan diluar ruangan. Presuposisi tersebut dibagi menjadi beberapa tipe presuposisi seperti 9 presuposisi eksistensial (39%), 4 presuposisi faktif (17%), 1 presuposisi non-faktif (5%), 5 presuposisi leksikal (22%), dan 4 presuposisi konterfaktual (17%). Peneliti juga menemukan persepsi masyarakat terhadap presuposisi dalam slogan iklan di luar ruangan. Dari 20 responden, peneliti menemukan 460 presuposisi persepsi masyarakat terhadap presuposisi dalam 23 slogan iklan di luar ruangan. Hasil penelitian ini peneliti menunjukkan bahwa ada 172 existensial presuposisi (37%), 94 faktif presupposition (20%), 66 leksikal presupposition (14%), 54 non-faktif presupposition (12%), and 74 kounterfaktual presupposition (16%). Berdasarkan persepsi masyarakat tidak ditemukan sruktural presuposisi terjadi di slogan iklan diluar ruangan.

Kata kunci: Presuposisi, persepsi, iklan.

ABSTRACT

Presuppositions not only occur in direct or verbal communication, but presuppositions also occur in outdoor advertisement slogan. The purpose of this research to find the types of presupposition and to know the society's perspective toward presupposition in outdoor advertisement slogan found in Batam. This research using a pragmatic approach and uses George Yule's theory. This research is qualitative research. The method of collecting data, the researcher using observation method and structured interview with the *Teknik Catat and Teknik Pancing* (Sudaryanto). In analyzing the data the researcher used qualitative descriptive method. The results will be presented with informal method in the form of words. The results of this study researchers found there are 23 presuppositions in the outdoor advertisement slogans. The presuppositions are divided into several types of presuppositions such as 9 existential presuppositions (39%), 4 factive presuppositions (17%), 1 non-factive presupposition (5%), 5 lexical presuppositions (22%), and 4 counterfactual presuppositions (17%). Researchers also found society's perspective toward presupposition in outdoor advertisement slogans. From 20 respondents, the researcher found 460 presuppositions society's perspectives toward presupposition in 23 outdoor advertisement slogans. The result as follows; 172 existential presuppositions (37%), 94 factive presuppositions (20%), 66 lexical presuppositions (14%), 54 non-factive presuppositions (12%), and 74 counterfactual presuppositions (16%). Based on society's perspective there is no structural presupposition occurs in outdoor advertisement slogans.

Key words: presupposition, perspective, advertisement.

MOTTO AND DEDICATION

MOTTO

“YASIN: 82”

Verily, when He intends a thing, His command is ‘Be’ and it is!

This Thesis is Dedicated to;

“My beloved parents, wife, family and friends”

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Suyono
141210047

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CHAPTER I

INTRODUCTION

1.1 Background of The Research

A presupposition is something that assumed to be true, especially something which must assume is true in order to continue what the writer or speaker has been said and thought. Yule states what a speaker or writer assumes is true or known by a listener or reader can be described as presupposition (Yule, 2010: 133). Presupposition also is an assumption which speaker assumes to be mutually manifest to the listener and has intensively made it clear to both sides in communication. There are six types of presupposition which are the existential presupposition, factive presupposition, lexical presupposition, structural presupposition, non-factive presupposition, and counterfactual presupposition. Phenomena of presupposition also occur in outdoor advertisement slogan. In this research, the researcher analyzes types of presupposition and what society's perspective toward presupposition in outdoor advertisement slogan in Batam.

Phenomena of presupposition that occur in the outdoor advertisement slogan often can be seen. Most of the outdoor advertisement slogans in Batam use English. Usually, slogans that use in outdoor advertisement have implied meaning. In fact, not everyone in Batam understands the English. Whereas, the purpose of advertising is to introduce a product to people who read the advertisement. Slogans with special language may be easy to understand for those people who understand English, but what about those people who do not

understand the implicit meaning used in the slogan. It will be a problem for advertisers because what they advertise or what they say about their product message does not convey to all people. The presupposition occurs in outdoor advertisement slogan.

The researcher is interested in analyzing presupposition because presupposition is part of a pragmatic study and appropriate to analyze outdoor advertisement slogan. In this research, the researcher takes the data from outdoor advertisement slogan because according to researcher is the most interesting media to be the object of the research. Besides, researcher also very easy to find outdoor advertisement slogan in Batam.

Phenomena of presupposition in outdoor advertisement slogan has been researched by other researchers. The research with entitled “Presupposition Analysis in Some Selected Consumer Advertisement Slogans of The Jakarta Post” *English Review: Journal of English Education*, 5(1), 141-148 (Ananda, Wihadi, & Suryana, 2016). The result of this research showed that the writer found 20 presuppositions, 11 existential presuppositions or 55%, 4 factive presuppositions or 20%, 3 lexical presuppositions or 15%, and 2 non-factual presuppositions or 10%. Regarding the function of presupposition in advertisement, the writer found 17 slogans advertisement contains implicit competition, and 11 slogans advertisement contains making the advertisement short and memorable.

The second previous research is research with entitled “Pragmatic Functions of Presupposition in Advertising English” gets the result that there are functions of advertisement. This research also refers to the historical background and

theoretical background of the study of presupposition and indicates pragmatics functions of presupposition in advertising English (Ge, 2011).

Related to the results of previous research, the researcher not only analyzes and classifies types of presuppositions that found in outdoor advertisement slogan but researcher also wants to know what society's perspective toward outdoor advertisement slogan. Batam society has different perspective when they interpret implied meaning toward outdoor advertisement slogan. Moreover, there is no thesis found that analyzes the presupposition and society's perspective toward outdoor advertisement slogan.

Referring to the reason above, the researcher believes this research is important to do because to know what type of presupposition is often used in the outdoor advertisement slogan. The researcher shows that there is presupposition that occurs in every outdoor advertisement slogan. This research will help further research that will be conducted by other researchers in analyzing presupposition and perspective toward the outdoor advertisement slogan.

The presupposition that occurred in the outdoor advertisement slogan can be seen from the example; L.A Mild " I am Bold". This slogan advertised by PT. Djarum. It appears in outdoor advertisement located in Jl. Imam Bonjol Kampung Utama, Lubuk Baja Batam. There is presupposition in this slogan, L.A mild is bold cigarette. The word bold in this presupposition makes assumption that the size of cigarette is bold as a fact. The type of presupposition is factive presupposition. This presupposition uses word fact in the sentence to denote fact L.A Mild is bold cigarette.

The second example the slogan from PT. Honda Astra “Everyone got the beat.” This slogan advertised by PT. Honda Astra Motor. It appears in outdoor advertisement located in Jl. Suprpto Muka Kuning in front of Rusun Muka Kuning Batam. It means, everyone very easy to get Beat motorcycle. The type of presupposition in this slogan is lexical presupposition. The word got in this presupposition makes asserted meaning that everyone easy to get the Beat.

Based on the phenomena found above, the researcher analyzes the types of presupposition and the society’s perspective toward presupposition in outdoor advertisement slogan found in Batam. Besides, Batam as a big city in Indonesia is very easy to find advertisement with slogans that use English. The outdoor advertisement is widely used as an effective advertising alternative to promote companies’ products.

1.2 Identification of The Problem

Related to the background above, this research has identified some of problems are based on outdoor advertisement slogan as follows:

1. The difficulties of understanding the meaning of presupposition types found in the outdoor advertisement slogan.
2. The different of society’s perspective toward presupposition the outdoor advertisement slogan.
3. The language phenomena that occurs in the outdoor advertisement slogan.

4. Outdoor advertisements in Batam mostly use English slogan even though not all people in Batam understand English.

1.3 Limitation of The problem

Based on the problem above, the researcher limits and focuses on analyzing some problems that are considered important to be analyzed. The researcher is limited the problems as follows;

1. The difficulties of understanding the meaning of types of presupposition found in the outdoor advertisement slogan.
2. The different of society's perspective toward presupposition in the outdoor advertisement slogan.

1.4 Formulation of The Problem

There are some problems found in the slogan outdoor advertisement, the researcher is formulated the problems as follows;

1. What are the types of presupposition occur in the outdoor advertisement slogan?
2. What are the society's perspectives toward presupposition in the outdoor advertisement slogan?

1.5 Objectives of The Research

Related to the problems above, the analysis is intended to achieve some objectives :

1. To find out the types of presupposition in outdoor advertisement slogan.
2. To know society's perspective toward presupposition in the outdoor advertisement slogan.

1.6 Significance of The Research

This research is designed to be functional both theoretically and practically.

1.6.1 Theoretical Significance

Theoretical significances that could be drawn from this research is the research could provide further explanation about the usage of presupposition in the outdoor advertisement slogan. By conducting the research, the researcher hopes it will be given a contribution and new information to pragmatic study, especially about the presupposition. The researcher also expects this research useful and alternative reference for readers who are interested in researching in this kind of the research.

1.6.2 Practical Significance

Practically, this research is useful and can be applied directly by the readers in understanding the meaning of presupposition that occurs in the outdoor advertisement slogan.

1.7 Definition of Key Term

The key terms exist in the research are:

Presupposition : Something the speaker assumes to be the case prior to make an utterance. Presupposition also an assumption

which speaker assumes to be mutually manifest to the listener and has intensively made it clear to both side in communication.

Perspective : A way of thinking about something, especially one which is influenced by the type of person you are or by your experiences.

Advertisement : Advertisement is sales message, directed at a mass audience that seeks through persuasion to sell goods or ideas on behalf of the paying sponsor.

CHAPTER II

REVIEW OF RELATED LITERATURES AND THEORETICAL FRAMEWORK

The theories which are discussed in this chapter support the understanding of the problem formulated in previous chapter. This chapter reviews about theory concept, previous study, and theoretical framework.

2.1 Pragmatics

Phenomena of presupposition that occurs in outdoor advertisement slogan inseparable from the meaning contained in the slogan. Contexts are needed to understand the meaning of the slogan. The context of the sentence contained in the outdoor advertisement slogan explains the meaning of the slogan implicitly. The study about the meaning of the sentence based on context called pragmatics.

According to Yule, pragmatics is the study of invisible meaning, or how we recognize what is meant even when it isn't actually said or written (Yule, 2010: 128). Yule adds that Pragmatics is the study of how language is used and specific situations to communicate. Pragmatics is concerned with the study of meaning as communicated by speaker or writer and interpreted by a listener or reader. It has consequently more to do with the analysis of what people mean by their utterances. Yule also stated that there are four areas that pragmatics is concerned with:

1. Pragmatics is the study of speaker meaning.

This approach is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader), which means that the approach gives deeper analysis on what people have said to gain what exactly people mean by their utterances rather than the literal meaning of the utterances themselves.

2. Pragmatic is the study of contextual meaning.

What people say is usually related with the context of conversation. This type of study necessarily involves the interpretation of what people mean in a particular context and how the context influences what is said. It requires a consideration of how speakers organize what they want to say in accordance with who, when, where and under what situation they are talking.

3. Pragmatics is the study of how more meaning are communicated than what is said.

Pragmatic concerns how listeners can make inferences about what is said in order to appear at an interpretation of the speaker's intended meaning or it investigates the visible meaning. In the conversation, what is unsaid is recognized as a part of communication which has a great deal in the interpretation of the speaker's intended meaning. It is why the approach also explores the hidden meaning or the unsaid part of a speaker's utterances.

4. Pragmatics is the study of the expression of relative distance.

The approach answers the perspective of what determines the choice between the spoken and the unspoken in which the spoken and the unspoken

are tied to the notion of distance. On the assumption of how close or distant the listener is, speaker determines how much needs to be said. From this definition, it is seen that there is a close relation between the linguistic forms and people who use them. An utterance can have some different meanings if it is uttered by different people with different status, different job, and different gender. In the same way, Trudgill states that Pragmatics is a branch of linguistics which deals with the meaning of utterances as they occur in social context (Ananda et al., 2016).

Here Trudgill would underline two points. First, it is concerned with meaning in context; second, it is about the speaker's or listener's intention. Thus, Pragmatics is concerned not with syntax or literal meaning of words, but with meaning intended by the speakers and interpreted by the listener. Pragmatics may be described as the study of the meaning of linguistic utterances for their interpreters. Then, based on Pragmatic point of view, the aspect of meaning and language use of people dependent on the speaker, the addressee and other features of the context of utterance, such as the goals of the communication, the principal of the communication. Similarly, Leech redefines pragmatics as the study of meanings in relation to speech situation (Leech, 1983: 6). It means that by using pragmatics people can differentiate meanings of one's utterance based on the situation of the communication.

Levinson states that pragmatics is the study of language use, that is, the study of the relation between language and context that are basic to an account of language understanding (Levinson, 2011: 5). In other words, pragmatics is the

study of the meaning of utterances in relation to their context which involves how speakers can produce the best utterance to deliver their meaning and how listeners can interpret the true intention of the speaker's utterances. For instance, it gives the advantages that one can talk about people's intended meaning, their assumptions, their purposes or goals and the kinds of actions performed in utterances.

2.2 Presupposition

In certain circumstances, people need to convey their intention indirectly. In order to create a good situation in conversation is by doing the assumption. Here, presupposition plays an important role in the production and comprehension of speech act. It is defined from different point of view, each of which is similar to each other in some way or another.

The examples of presupposition;

Do you want to do it again?

Presupposes that you have done it already.

Jane no longer writes fiction.

Presupposes that Jane once wrote fiction.

Yule states that what a speaker or writer assumes is true or known by a listener or reader can be described as a presupposition (Yule, 2010: 133). It will generally remain a necessary assumption whether the utterance is placed in the form of an assertion, denial or question and can be associated with a specific lexical item or grammatical feature in the utterance.

In the same way, Yule states that presupposition deals with the relationship between two propositions, which gives precondition to be true statement although the statement is negated (Yule, 1996: 6). Presupposition must be mutually known or assumed by the speaker and addresser for the utterances to be considered in context. A presupposition of a sentence must normally be part of the common ground of the utterance context in order for the sentence to be felicitous. Sometimes, however, sentences may carry presuppositions that are not part of the common ground and nevertheless be felicitous. For example, upon being introduced to someone that John's wife is a dentist, this without addressee having ever heard, or having any reason to believe that John has a wife. In order to be able to interpret my utterance, the addressee must assume that John has a wife. This is process of an addressee assuming that a presupposition is true.

Yule sees that presupposition has been associated with the use of a large number of words, phrases, and structures (Yule, 1996: 27). These linguistic forms are considered to be indicators of potential presupposition, which can only become actual presupposition in context with speakers. Thus, he states six types of presupposition which are: the existential, the factive, the non-factive, the lexical, the structural and the counterfactual. Below are the further explanations of the six types of presupposition:

1. The existential presupposition

The existential presupposition is assumed to be present either in possessive constructions such as: your car, presupposes you have a car or in any definite

noun phrase as in using expressions like: the King of Sweden, the cat, etc. in which the speaker presupposes the existence of the entities named.

2. The factive presupposition.

Factive presupposition since some words are used in the sentences to denote facts, such as know, realize, regret, glad, odd and aware. For example, everybody knows that John is ill presupposes that John is ill.

3. The non-factive presupposition.

Non-factive presupposition, which is assumed not to be true. Verbs like dream, imagine and pretend are used with the presupposition that what follows is not true. e.g. John dreamed that he was rich presupposes that John was not rich.

4. The lexical presupposition.

There are forms which may be treated as the source of lexical presupposition, such as manage, stop, and start. In this type, the use of one form with its asserted meaning is conventionally interpreted with the presupposition that another (non-asserted) meaning is understood. When one says that someone managed to do something, the asserted meaning is that the person succeeded in some way. But when one says that someone did not manage, the asserted meaning is that the person did not succeed. However, there is a presupposition (non-asserted) that the person tried to do that something. So, managed is conventionally interpreted as asserting 'succeeded' and presupposing 'tried'.

5. The structural presupposition

In this presupposition, certain sentence structures have been analyzed as conventionally and regularly presupposing that part of the structure is assumed to

be true (Yule, 1996: 29). One might say that speakers can use such structures to treat information as presupposed (assumed to be true) and hence to be accepted as true by the listeners. For instance, the wh-forms (i.e. when, where, etc.) can be used in this type, as in *When did John leave?* It presupposes that John left.

6. The counter-factual presupposition.

Counter-factual presupposition, in which what is presupposed is not only true, but is the opposite of what is true, or contrary to facts. For example, the sentence: *If you were his friend you would have helped him* presupposes that you are not his friend. A conditional structure of this sentence presupposes that the information in the if clause is not true of the time of utterance.

2.3 Perspective

A perspective is a literary tool, which serves a lens through which readers observe other characters, events and happenings. Perspective is the particular way of thinking about something, especially one that is influenced by your belief or experiences. Katherine Miller in her book *Communication Theories: Perspectives, Processes, and Contexts*, defines perspective as a way or method for viewing or observing various phenomena or circumstances around us. A theory (e.g communication) can be seen from the point of view, the filtering process and the different lighting processes. The perspective choices one takes has implications on the theories and methodologies used and controlled and understood by a person in understanding a phenomenon or reality (Miller, 2002).

2.4 Slogan

A slogan is a catchy phrase or series of words used to help consumers remember a company, brand or product. According to Batyrova slogan is intended to motivate the potential consumer of the goods or service (Batyrova, B, 2014: 262). Companies create slogans to use in various marketing efforts in hopes that the phrases will stick in people's minds. That is way, when a consumer needs a product or service offered by a variety of companies, that consumer will choose the product or service that is top of mind from slogan recognition.

Slogans must be memorable. They must give people an idea of what your company or product does and must relate to your business in some way. Each word has to be perfect. If you are writing a slogan, look at your logo for ideas. Describe your logo and whittle the description to a few words. The slogan should match the feel of the logo, because they are often displayed together. Keep the slogan simple but memorable. Use rhyming or humor if appropriate to help people remember your slogan. There are some examples advertisement slogan; Pepsi 'Refresh your world', Speedy 'Speed you can trust', Nokia 'Connecting people'.

2.5 Advertisement

Burke states that advertising is a sales message, directed at a mass audience that seeks through persuasion to sell goods, services, or idea on behalf of the paying sponsor (Burke, 1980: 6). The term of advertising is closely related to the marketing strategy.

2.5.1 Types of Advertisements

According to Jefkins the types of advertisement divides into seven types (Jefkins, 1997: 39) they are:

2.5.1.a Consumer Advertisement

There are three types of goods in consumer advertisements:

1. Consumer Goods is the goods which are sold repetily and people daily necessity such as food and beverage, shampoo and cigarette.
2. Durable goods is the goods are more expensive than consumer goods and it more durable such as household, clothes and electronic devices.
3. Consumer service is service for security, prosperity and entetainment such as a bank, hotel, restaurant, travel, insurance, machine shop, and healthy treatment.

2.5.1.b Business to business Advertisements

The function of business to business advertisement is to promote the goods and non consumer service to company. The advertised product are those which are to be processed or the elements of production such as advertising of raw materials, components, spareparts, accessories, manufacturing facilities and machines, service like insurances, stationary and soon. Every company needs supply from other company because most of made product are produced from raw materials, components or spare part which are taken from other company.

a. Trade Advertisement

Trade advertisement is addressed to distributors, big companies, agents, exporters and importers. This advertisement advertises product to be resold. The function of this advertisement is to give information to the traders or wealthy people about products which are available to be resold by introducing new product or by reminding old product along with any sales or promotion. Mail service is usually used by company to promote their product. Another media which is used trade advertisement are trade exhibition and also television.

b. Retails Advertisement

This advertisement has different character between trade advertisement and consumer advertisement. The objectives of this advertisement are to make the company popular, sell the exclusive goods for certain shop, and to sell shop's stocks.

c. Cooperative Advertisement

This is for retails advertisement that joint promotion.

d. Financial Advertisement

The function of this advertisement is to collect donation or to offer financial capital such as insurance, selling stock, debenture, pension donation. Usually they use newspaper to advertise their product.

e. Recruitment Advertisement

The objective of this advertisement is to recruit employee candidate.

2.5.1.c Media of Advertisements

The media of advertisement divide into two; print media and broadcast media. Print media consists of newspaper, magazine, direct mail, outdoor advertisement, and transit advertisement. Broadcast media consists of radio and television.

Outdoor advertisement can be classified as the most expensive media. Many companies really realize that outdoor advertisement is one of the best choice to promote their product. Although it costs much money, many companies like to use this media. According to Barton there are three major types of outdoor advertisement namely; poster, painted bulletin and spectacular (Borton, 1964: 8).

2.5.1.d The Function of Outdoor Advertisement

There are some specific functions or objectives of outdoor advertisement such as support personal selling, reach people inaccessible to the sales force, improve dealer relation, enter a new geographic market or attract a new group of customers, introduce a new product, increase sales of product, expand the industry's sales, Counteract prejudice or substitution, and build goodwill for the company and improve its reputation.

2.6 Previous Study

In this chapter, in order to support this research, the researcher presents some previous researches related to the topic to be discussed. The first is research with entitled "Presupposition Analysis in Some Selected Consumer

Advertisement Slogans of The Jakarta Post. *English Review: Journal of English Education*, 5(1), 141-148 (Ananda et al., 2016). The result of this research showed that the writer found 20 presuppositions. There are 11 existential presuppositions or 55%, 4 factive presuppositions or 20%, 3 lexical presuppositions or 15%, and 2 non-factual presuppositions or 10%. Regarding the function of presupposition in advertisement, the writer found 17 slogans advertisement contains implicit competition, and 11 slogans advertisement contains making the advertisement short and memorable.

The second is research with entitled “Pragmatic Functions of Presupposition in Advertising English” gets the result that there are functions of advertisement. This research also refers to the historical background and theoretical background of the study of presupposition and indicates pragmatics functions of presupposition in advertising English (Ge, 2011).

The last previous research with entitled “Linguistic Nature of Presupposition in American and Persian Newspaper Editorials” is aimed identifying the linguistic nature of presupposition employed in two Englishes. Revealing some genre-specific features of this media discourse, the results of the study also indicated that non-factive verbs and nominalization were the most frequently employed presupposition triggers (Bonyadi & Samuel, 2011).

The previous researches above are taken by the researcher as a guide to conduct this research. Related to the results of previous research, researcher not only analyzes and classifies types of presuppositions find in outdoor advertisement slogan but researcher also wants to know what society's

perspective toward presupposition in outdoor advertisement slogan. Batam society has different perspective when they interpret implied meaning toward outdoor advertisement slogan. Moreover, there is no thesis can find that analyzes the presupposition and society's perspective toward presupposition in outdoor advertisement slogan.

2.7 Theoretical Framework

There is always exist theoretical framework in every research as a guidance for the reseacher to do the research. Based on researcher's observation on slogan outdoor advertisement, the researcher searches the theories that support this reseach. The object of this research is analyzed by using pragmatic approach, that is presupposition. There are six types of presupposition which that is used to analyze the object. Researcher also analyzes people' perspective toward presupposition in the outdoor advertisement slogan.

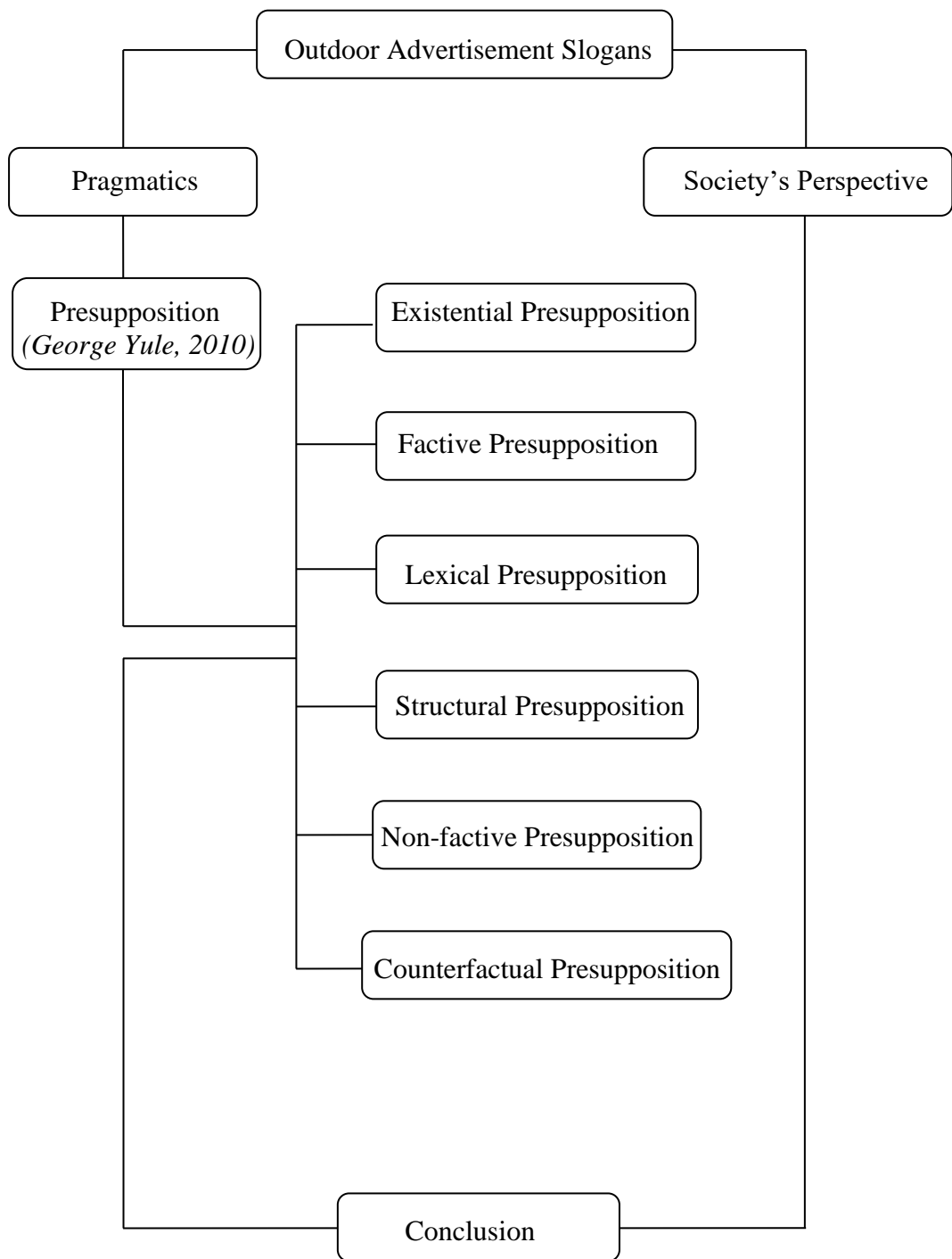


Figure 2.1 Theoretical Framework

CHAPTER III

METHOD OF RESEARCH

In this chapter, the researcher would like to discuss about research design, object of the research, method of collecting data, method of analyzing data, method of presenting research result and research schedule.

3.1 Research Design

Based on the observation of the researcher about outdoor advertisement slogans in Batam that use English, the researcher tries to do analyze phenomena of presupposition that occurred in the outdoor advertisement slogan. The researcher also finds the problems of presupposition phenomena and information from all sources related to this research in deepen.

After researcher got the information related to this research, researcher formulates the problem of presupposition phenomena that occurs in outdoor advertisement slogan. The next step, researcher finds the theories related to the research from all sources. The theories that found by researcher will be used as a reference in conducting this research. The last step, researcher composes the research method in accordance with the problems that have been formulated previously.

In this research, researcher focuses on qualitative research method. Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem (Creswel, 2014: 32).

3.2 Place and Time of The Research

This research was conducted in Batam Kepulauan Riau, started on September 2017 and ended in January 2018. The researcher got the data of outdoor advertisement slogans from main street in Batam.

3.3 Object of the Research

The objects of the research in this research are presupposition and society's perspective toward presupposition in the outdoor advertisement slogans found in Batam. The researcher found outdoor advertisement slogans that use Indonesia and English. Therefore in this research, the researcher only focuses on slogans that use English in outdoor advertisement which found in main street Batam. The researcher selects the slogans and classifies the types of presupposition that found in the slogans. The researcher also find society's perspective toward presupposition in the outdoor advertisement slogans by conducted the structured interview.

3.4 Method of Collecting Data

The method of collecting data in this research are observation and structured interview. The researcher is used *Teknik Catat* and *Teknik Pancing* by Sudaryanto (Sudaryanto, 2015: 133). The process of collecting data can be seen from the steps below;

1. Researcher goes to the field to observe slogan outdoor advertisement.

2. Researcher collects the data by taking the pictures of outdoor advertisement slogans in main street Batam.
3. Researcher conducts the structured interview to know perspective toward presupposition in the outdoor advertisement slogans to the responden.
4. Researcher selects the respondents who able to speak English and have education background senior high school above.
5. Researcher gives the information and example presupposition types in the outdoor advertisement slogans.

3.5 Method of Analyzing Data

In order to obtain the result of the analysis, descriptive qualitative method is used where the data are collected from field research in Batam will be explained by the description of the analysis according to the type and classified according to the categories of presupposition proposed by George Yule. In analyzing the society's perspective, the researcher will be clasified the data from structured interview. The researcher applied some steps such as;

1. Researcher selects the outdoor advertisement slogans.
2. Researcher makes list outdoor advertisement slogans.
3. Researcher identifies one by one the outdoor advertisement slogans.
4. Researcher analyzes the slogans and classifies the presupposition based on types of presupposition.

5. Researcher analyzes the society's perspective toward presupposition in the outdoor advertisement based on structured interview result.
6. Researcher makes the conclusion based on the data analyzed.

3.6 Method of Presenting Research Result

In this part, researcher will present the method that used in presenting research result. In this research, the researcher uses informal method to present research result. The data will be presented by categorized the types of presupposition based on George Yule's theory. The data also will be reported descriptively by using words and sentences and supported by all of qualitative data.

3.7 Research Schedule

The table below shows the series of activities of this research. The research started on September 2017 and ended in January 2018. The activities are shown per week in each month.

Table 3.1 Research Schedule

Month & Year	Activity	Week			
		1	2	3	4
September 2017	Observation and library research	■			
	Making the research tittle		■		
	Draft chapter I			■	
	Chapter I				■
October 2017	Chapter I (Revision)	■			
	Chapter II		■		
	Chapter II (Revision)			■	
	Chapter III				■
November 2017	Chapter III (Revision)	■			
	Chapter III		■		
	Asking for letter of data retrieval			■	
	Finalizing Chapter I-III				■
December 2017	Collecting data	■			
	Analyzing the data (Chapter IV)		■		
	Analyzing the data			■	
	Analyzing the data				■
January 2018	Analyzing the data	■			
	Finalizing Chapter IV		■		
	Accomplishing Chapter V			■	
	Collecting Chapter I-V and binding				■