

## ANALYSIS OF LANGUAGE PRESUPPOSITION IN ADVERTISEMENTS ON TV

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### Abstract

In our lives, it cannot be denied that language has many important roles in human's activities. Language helps people to socialize with each other and it can give some kinds of information. Language as a system of vocal symbols used for human communication. The writer identified the types of presupposition in reading the text. As the result, the writer found three types of presupposition in the advertisement are: eight data existential presupposition, one datum structural presupposition, and three data counterfactual presupposition. In this section, the writer presupposed the advertisement based on the theory from Yule about presupposition. There are six types of presupposition: existential presupposition, factive presupposition, lexical presupposition, non factive presupposition, structural presupposition, and counterfactual presupposition. The conclusion is answer of the problem statement.

**Key words:** Advertisment, Presupposition, Language

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### INTRODUCTION

In our lives it can't be rejected that language plays numerous significant parts in human's exercises (Fakhrurozi & Puspita, 2021). According to (Heaverly & EWK, 2020) language assists individuals with associating with one another and it can give a few sorts of data . characterizes language as an arrangement of vocal images utilized for human correspondence (Mandasari, 2020). For getting the data, individuals need to speak with others (Puspita & Pranoto, 2021). Through correspondence, some data is conveyed by speaker to conversationalist (Mandasari & Wahyudin, 2019). The approach to seeing every one of the sentences in that correspondence called pragmatics (Sartika & Pranoto, 2021). According to (Hutauruk & Puspita, 2020) pragmatics is the investigation of speaker's meaning. (Pranoto & Suprayogi, 2020a) says that logical is worried about the investigation of significance as conveyed by a speaker/essayist and deciphered by conversationalist. There are four areas of Pragmatics worried about (Qodriani & Kardiansyah, 2018) they are entailment, deixis, implicature, and presupposition. comments presupposition is something that the speaker accepts to be the situation earlier in making an expression.

Talking about advertisement, advertising cannot develop without the presumption of language (Oktaviani et al., 2022). Prejudice has many interests in persuasive language (Kuswoyo, 2013), especially in the language of advertising (Afrianto & Seomantri, 2014). Usually advertisers are not permitted to make direct statements about their products (KUSWOYO et al., 2013). They can generally make indirect statements, through assumptions (Gulö, 2014). Advertisers often use presuppositions in languages to help advertisements realize their functions (Fakhrurozi & Adrian, 2020). Because of this, the presuppositions and language of advertising must be discussed together (Aminatun &

Oktaviani, 2019a). Advertising is already familiar to everyone in the world because advertising is a way to get some information about a product or service (Fithratullah, 2021). According to (Puspita, 2021) there are two forms of advertising language, namely oral language and written language. Forms of advertising with written language can usually be seen in newspapers and magazines (Mandasari & Oktaviani, 2018). While in spoken language, this is used in electronic media such as radio and television.

Advertising on TV has been dominated by using English (Samanik & Lianasari, 2018). The choice of language to convey messages with the intention of influencing people is very important (Kardiansyah & Salam, 2020). According to (Kuswoyo & Wahyudin, 2017) Advertising languages may not always be the right language in the normal sense and usually have hidden meanings. Different people who see advertisements sometimes interpret languages in different ways (Rahmania & Mandasari, 2021). Actually using English in advertisements makes products or services more attractive and easier to remember (Adelina & Suprayogi, 2020), but advertisements that use English often make someone who doesn't understand English not know the meaning of the ad. Therefore the advertising message stated by the manufacturer is not delivered (Puspita, 2004).

## **LITERATURE REVIEW**

Advertising on TV has been dominated by using English (Kuswoyo et al., 2020). The choice of language to convey messages with the intention of influencing people is very important (Agustina et al., 2021). Advertising languages may not always be the right language in the normal sense and usually have hidden meanings (Asia & Samanik, 2018). Different people who see advertisements sometimes interpret languages in different ways (Qodriani, n.d.). Actually using English in advertisements makes products or services more attractive and easier to remember (EWK, 2018), but advertisements that use English often make someone who doesn't understand English not know the meaning of the ad (Oktavia & Suprayogi, 2021). Therefore the advertising message stated by the manufacturer is not delivered (Mandasari & Aminatun, 2019). Ads on TV channels in Indonesia that use English have been well-known among consumers both teenagers and adults (Muliyah et al., 2020). According to (Ahmad et al., 2021) through language, the information that the producer wants to convey can be communicated. Ads are based on public interest (Al Falaq & Puspita, 2021). In fact, the use of English-language advertisements makes it difficult for Indonesians to understand advertising messages (Aminatun & Oktaviani, 2019b). Not all Indonesians understand English (Pranoto & Suprayogi, 2020b), while the advertisement is made not only for people who are well educated (Wahyudin, 2016) but also for those who are less educated or have never studied at a school or university (Nababan & Nurmaily, 2021). Based on the explanation above, researchers were interested in analyzing English advertisement images and texts that had hidden meanings. The researcher in this case chose the title An Language Presupposition Analysis in TV Channel Advertisements in Indonesia (Yulianti & Sulistyawati, 2021).

## **METHOD**

The design of this research is Literature Review or literature review. Literature research or literature review is research that examines or reviews critically knowledge, ideas, or findings contained in the body of literature academically oriented, as well as formulating his theoretical and methodological contributions to specific topics, The nature of this

research is descriptive analysis, namely: regular decomposition of the data that has been obtained, then given understanding and explanation so that it can be understood well by the reader.

## RESULTS AND DISCUSSION

This part, the writer discussed the result of data analysis that had been found in English Advertisement on the Television. The writer identified the types of presupposition in reading the text of the advertisements based on Yule's theory (1996). As the result, the writer found three types of presupposition in the advertisement are: eight data existential presupposition, one datum structural presupposition, and three data counterfactual presupposition.

In this section, the writer presupposed the advertisement based on the theory from Yule about presupposition. There are six types of presupposition: existential presupposition, factive presupposition, lexical presupposition, non factive presupposition, structural presupposition, and counterfactual presupposition.

### Advertisement 1



#### Description:

In the picture, there is a can of refreshing pocari sweat. This drink has an elegant look and color. It makes body fresh and healthy. Pocari sweat is wrap in unique form, which makes people more attracted to taste the sensation.

Text of advertisement : *Pocari Sweat "Choose Pocari Sweat Drink Needs of Your Life"*

Presupposition : **Pocari Sweat** is the best choice of drink for **your life**

Text of *Pocari Sweat* above showed existential presupposition. Based on Yule (1996:27), existential presupposition is existence of the entities named.

Extract 2 above showed existential presupposition. According to Yule (1996:27) existential presupposition is assumed to be present in possessive contraction. In the extract 2, phrase *your life* was categorized as possessive contraction, because "your" included as possessive adjective, therefore the researcher assumed that it is existential presupposition.

The text of this advertisement is *Choose Pocari Sweat Drink Needs of Your Life!* The writer presupposed that *Pocari Sweat is the best choice of drink for your life*. There are two extracts, the first Pocari Sweat in the extract 1 showed existential presupposition. Yule (1996:27) explained that existential presupposition is existence of the entities named.

Extract 2, phrase your life was categorized as possessive contraction, because “your” included as possessive adjective, therefore the researcher assumed that it is existential presupposition.

## Advertisement 2



### Description:

In the picture above The blue which is ready to accompany your trip and your family or your close to. This car gives you pleasure in every moment you go through. Beside the cool color, this car is also designed with luxurious interior and up to date to make your trip more fun.

Text of advertisement : *The New Avanza the Smart Advantage*

Presupposition : There is the **smart advantage** with use the **new avanza**

Yule said that existential presupposition is more generally in any definite noun phrase. **Smart advantage** is categorized as noun phrase.

on Yule's theory that existential presupposition is more generally in any definite noun phrase. In the **extract 4 new avanza** is identified as noun phrase. Therefore it is categorized as existential presupposition.

The text of this advertisement is *The New Avanza the Smart Advantage*. The researcher presupposed that *there is the smart advantage with use the new Avanza*. There are two extracts also from this advertisement. Yule said that existential presupposition is more

generally in any definite noun phrase. *Smart advantage* is categorized as noun phrase. Then, is classified as existential presupposition. Based on Yule's theory that existential presupposition is more generally in any definite noun phrase. In the word *new avanza* is identified as noun phrase.

### Advertisement 3



Description:

By using a series of cosmetics from Wardah Beauty Expert make your appearance become plenary. Every time and opportunity, you can look as beautiful as possible with a touch of soft and spoiled color.

Text of advertisement : *Wardah Expert Beauty*

Presupposition : **There is an expert of beauty**, it is by **Wardah**

Yule explained that existential presupposition assumed the thing is exist. In the *Beauty Expert* is Existential Presupposition, **there is an expert of beauty** refers to existence of things. Yule explained that existential presupposition is the existence of the entities named. **Wardah** is one of cosmetics brand.

*Wardah Beauty Expert*. Presupposition of this advertisement is **there is an expert of beauty**, it is by **Wardah**. *Beauty Expert* above is classified as existential presupposition. Yule said that existential presupposition assumed the thing is exist. In here **there is an expert of beauty** refers to existence of things. Yule explained that existential presupposition is the existence of the entities named. **Wardah** is one of cosmetics brands, therefore the researcher classified this advertisement as existential presupposition.

#### Advertisement 4



**Description:**

Whatever style is definitely Beat-F1 of choice. Especially among teenagers like them, of course they want to appear more impressive. What are you waiting for? Do you want an exclusive vehicle? Environmentally friendly, understand the state of the wallet, want to save money? Beat-F1 is the choice.

Text of advertisement : *Beat-F1 Move Forward with a New Trend*

Presupposition : Let's move forward with Beat-F1 which a **new trend**

Word *A New Trend* above is classified as **existential presupposition**. According to Yule, existential presupposition is more generally in any definite noun phrase. *New trend* is categorized as noun phrase.

The text of this advertisement is *Move Forward with a New Trend*. The writer presupposed that *Lets's move forward with Beat-F1 which a new trend*. New trend is classified as existential presupposition. Based on Yule (1996:27) said that existential presupposition is more generally in any definite noun phrase. *New trend* is categorized as noun phrase.

## Advertisement 5



Description :

In the picture above there are three bottles of drinks which have various color and taste. The differences of the various color and taste for sure have its own bliss. For you who likes the taste of lemon, orange, or apple this drink is going to be your best choice to get a fantastic freshness.

Text of advertisement : *You C 1000 "Healthy Inside Fresh Outside"*

Presupposition : **If you are drinking You C 1000**, you will feel health and fresh

Counterfactual presupposition based on Yule's theory has a meaning that what is presupposed not only not true, but it is opposite of what true, or contrary to facts. In the *If*-clause is not true at the time of utterance.

The text of You C 1000 is *Healthy Inside Fresh Outside*. The writer presupposed that **If you are drinking You C 1000**, you will feel health and fresh. and it is showed counterfactual presupposition. Based on Yule's theory, counterfactual presupposition has a meaning that what is presupposed not only not true, but is opposite of what true, or contrary to facts. In the *If*-clause is not true at the time of utterance.

## CONCLUSION

The conclusion is answer of the problem statement. The writer used Presupposition theory by Yule (1996) to analyzed types of presupposition used in English advertisement on the Television. There are six types of presupposition, namely existential presupposition, factive presupposition, lexical presupposition, non factive presupposition, structural presupposition, and counterfactual presupposition, as follow the first is Existential presupposition is not only assumed to be present in possessive construction, but more generally in any definite noun phrase, the thing is exist, and assumed the existence of the entities named. There are eight data existential presupposition of English advertisement of TV channels in Indonesia. Existential presupposition had the highest number of presupposition than other types, because almost all of the presupposition used in English advertisements of TV channels in Indonesia was exist.

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