PRESUPPOSITIONS ANALYSIS IN A CAR ADVERTISEMENT OF DFSK GLORY 580 2018 AS THE ADVERTISEMENT LANGUAGE ACQUISITION FOR INDONESIAN CUSTOMERS

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Abstract

"How many presupposition types applied in a video advertisement of Glory 580?" is the purpose of this study, which aims to explain the types and functions of presuppositions in a car advertisement for DFSK Glory 580 as the language acquisition of Indonesian customers in understanding the purpose and context of an advertisement since it is delivered in English (L2). is used in this analysis as a research question. The researcher used the documentation technique to collect the data. The writer then used the qualitative method with triangulation to analyze the data. The results demonstrated that the analyzed slogans implied existential, factive, and lexical potential presuppositions. The actual presuppositions, on the other hand, provide a better understanding of the messages that are implied in the statements or slogans. In the meantime, the English translation of the slogans did not reveal any pragmatic transfer.

Key words: pragmatics; presuppositions; advertisements; language acquisition

INTRODUCTION

Our daily communication is based on language: writing, reading, listening, and speaking (Pranoto & Suprayogi, 2020), (Suprayogi, Samanik, et al., 2021). Language is necessary for learning at school, interacting with others at home and at work, and even speaking in our spare time (Kuswoyo et al., 2022), (Mandasari, 2020), (Adelina & Suprayogi, 2020). Language not only contributes greatly to our professions or jobs, but also to our daily interactions with others (Purwaningsih & Gulö, 2021), (Kardiansyah, 2019a). We require language to manage, instruct, discuss, persuade, or bargain with them (Putri & Aminatun, 2021), (Amelia & Dintasi, 2019), (Kasih et al., 2022). The job of language is to help us tell stories, explain things, solve problems, make friends, and talk to other people (Puspita & Amelia, 2020), (Puspita, 2021). Particularly, language plays a significant role in human relationships and social lives (Fakhrurozi et al., 2021). There are various levels of structure in each language. It is made up of sounds, words, grammar, and other things that can be studied from many different angles (Cahyaningsih & Pranoto, 2021), (Samanik & Lianasari, 2018), (Qodriani & Kardiansyah, 2018). Linguistics is the field of study that

aims to comprehend language from the perspective of its structure (Fadilah & Kuswoyo, 2021), (Pradana & Suprayogi, 2021). Therefore, in order to achieve the means of communication, linguistically speaking, language acquisition is absolutely necessary (Sinaga & Oktaviani, 2020), (Ahmad et al., 2020).

Semantic is one of the linguistic parts which focus on the language meaning (Pranoto & Afrilita, 2019), (Gulö, 2019). According to (Amelia et al., 2022), semantic concerns with the condition under which sentence is true or false. It is also related to the interpretation of the sentences and how those interpretations are related to things spoken about or the proposition (Candra & Qodriani, 2019), (Kardiansyah & Salam, 2020), (Endang Woro Kasih, 2018). In understanding an utterance, the speakers and the listeners need to share background knowledge (Aminatun & Oktaviani, 2019). However, (Mandasari & Aminatun, 2020) states that there is another thing more important than just background knowledge as it sometimes still creates ambiguity. The thing is called mutual knowledge (Aminatun et al., 2021), (Qodriani & Wijana, 2020). Having a mutual knowledge means the producers (speakers or writers) and the addressee (listeners or readers) are in the same context (Hutauruk & Puspita, 2020), (Ahmad et al., 2021).

Pragmatics is the study of how context affects meaning (Sartika & Pranoto, 2021), (Kardiansyah, 2019b). According to (Arpiansah et al., 2021), pragmatics concerns with the interpretation of linguistic meaning in the context as communicated by a speaker (or a writer) and interpreted by a hearer (or a reader). It also deals with the relationship between linguistic forms (Muliyah & Aminatun, 2020), (Ambarwati & Mandasari, 2020) and the users of those forms as well as unresolved problems in analyzing language meaning that cannot be captured in semantics (the condition of true or false) (Journal et al., 2021), (Yulianti & Sulistyawati, 2021). The notion of Inter language Pragmatics has discussed much about the pragmatic transfer (Setri & Setiawan, 2020), (Fithratullah, 2021). It has a lot to do with language acquisition as asserted by (Puspita & Pranoto, 2021) that pragmatic transfer can provide the information on how the languages known to speakers (students) influence each other in their acquisition and or use by considering the relationship between language and culture (Qodriani, 2021), (Yulianti & Sulistiyawati, 2020), (Kardiansyah & Salam, 2021).

This paper focuses on presuppositions of the statements or the slogan in a car advertisement of DFSK Glory 580, especially in its video advertisement. This paper anatomizes the slogan and the statements of a car promotion, DFSK Glory 580, to know what types and functions of presuppositions that are used to attract consumers. Hence, Yule's (1996) theory on preposition has a great contribution on the analysis of the presuppositions types existing in the video advertisement. Not only that, Lam's (2009) article is also one important source in analyzing the functions of presuppositions. In brief, this paper focuses on the analysis of presupposition types and functions in the video advertisements of DFK Glory 580.

LITERATURE REVIEW

In addition to the previous arguments, Presupposition is a central topic in pragmatics which gives an important contribution to language teaching. Pragmatics helps students to use words and sentences in both meaningful and structural setting (Sari & Gulö, 2019),(Nurmala Sari et al., 2021). Meanwhile, presupposition plays an important role in communication (Mertania & Amelia, 2020). If everything had to be defined or explained every time we speak, communication would be impossible to do. In other words, everything that has been assumed by a speaker and the receiver of message has already known and understand it. Presupposition can mean previous estimates or assumption toward the speaker; it is often known as the background knowledge of the speaker (Al Falaq et al., 2021), (Suprayogi, Pranoto, et al., 2021). When the speaker or the writer says or writes something without explaining it clearly, the listener or the reader has already had previous estimates or assumption about the person or what is being discussed.

There are various media to advertise products or services; one of them is the video advertisement. In advertising products or services, media advertising through video is considered more expensive than other media such as brochures, billboards, posters and so on. In addition, the advertisement slogan and massages are also important in introducing a new product or service to consumers because an attractive slogan and statements will make consumers feel interested in buying the product or service being offered. Slogans are the sentences used to convey a message about the product or service. Usually a phrase used in advertising slogan is easy to remember and the statements used in video ads are representing the excellences of the products.

The researcher is interested in roving more about presupposition used in slogan and statements because she indicates that somehow linguistic presupposition and critical thinking relate to each other. The use of presupposition helps a lot in establishing a good communication as it can draw recipients", which means (readers or listeners) critical reading radar in a predetermined, particular direction. Thus, in relation to this research, the understanding toward an advertisement, both a slogan statements, may help the viewers or the listeners be more selective in choosing rousing something advertised. In this case, the researcher chooses car advertisement of DFSK Glory 580 as the analyzing object.

METHOD

The method used in the study of *Presuppositions in DFK Glory 580 Car Advertisement*s was descriptive research method. This study described, interpreted phenomena such as conditions or existing relationship using scientific procedures to address the research questions related to types and functions of presuppositions. Descriptive method is a research method that describes a situation systematically or an area of interest factually and accurately. The data in this study were words, sentences and video car advertisement of DFSK Glory 580 2018. There are six statements and one slogan were taken as the data and were analyzed by identifying, classifying and explaining them to find the types and functions of the presuppositions.

RESULTS AND DISCUSSION

According to some collected data from DFK Glory 580 advertisement video, four types of six presuppositions types by Yule (1996) are found out. The following figure shows the results of the analysis of the types of presuppositions in the DFK Glory 580 ads.

No.	Slogans or Statements	Existential	Factive	Non-factive	Lexical	Structural	Counter-factual
1.	I choose to beelegant	✓	✓	X	✓	X	X
2.	I choose to be dynamic	✓	✓	X	✓	X	X
3.	I choose to be smart	✓	✓	X	✓	X	X

4.	I choose to be sporty	✓	✓	X	✓	X	X
5	I choose togetherness	✓	✓	X	✓	X	X
6.	I can drive any car I want but I choose Glory 580	✓	✓	X	✓	X	X
7.	My dream's to glory, from DFSK	✓	✓	X	✓	X	X

Figure 1: The Results of the Types of Presupposition

From figure 1, it reveals that there are three types of prepositions existing in the video advertisement of DFSK Glory 580, namely, *existential presupposition*(7), *factive presupposition*(7), and *lexical presupposition*(7) in which existential presupposition became the most dominant type found. In this video ads analysis, both non factive presuppositions and counter factual presuppositions were not found. Each slogan or statement has more than one type of presuppositions, therefore, out of 7slogans or statements from DFSK Glory 580 video advertisement, it was found out 21 presuppositions. Thus, The discussion on each type of potential presuppositions is rooted by the discussion on the actual presupposition.

A. Actual Presupposition and Its Interpretation

The six concepts which were proposed by these slogans or statements are elegant, dynamic, smart, sporty, togetherness, and glory, in which the six terms give a positive sense to the viewers. The following is the discussion on the actual presupposition.

a) Elegant

Elegant means showing a good taste, graceful, attractive, simple and clever. In this ads, Glory 580 wants to show that it has an elegant look, body, and appearance with smart color and simple design but graceful and attractive. It describes that the car has eagle

eye shaped headlamp with LED DRL so it is assumed as elegant as and as stylish as Agnes Monica, its brand ambassador. Hence, the consumers who chose Glory 580 as their car are shown to have a good taste in building themselves to be more elegant.

b) Dynamic

Dynamic means active and full of energy. From this basic meaning, the advertiser wants to present that the car is very suitable for active consumers who have full energy in doing all their activities. By this, they tell the consumers that Glory 580 is so energetic a car which runs dynamically to accompany their days. It will also give them more sprit and energy by its elegant look, both interior and exterior, since it is described in the ads that Glory 580 has luxury cabin with two tone colors and elegant dashboard design, which they believe that these supporting design may build the consumers' character to be more dynamic.

c) Smart

Smart means having very good skill at learning and at thinking about things and showing good judgment or people's intelligence. By this, the advertisers draws that all consumers who watch and choose Glory 580 are making a very good decision to buy this car as their private transportation; it means they are smart. The advertiser shows not only smart consumers but a smart car as well. It is described in the features and the facilities which support the car; as it is supported by high technology and smart devices in order to satisfy the consumers and to give the enjoyment and easiness in driving it. So that, It is described as smart as Agnes Monica, since Glory 580 is facilitated by 10inc smart screen A/V system, GPS navigation, and push start/stop button.

d) Sporty

Sporty and aims to give a freedom in moving, fast or slow, and to feel comfortable in driving in any kinds of road and situation, as it means attractive and can be used in both formal and informal situation. Hence, it is shown that driving Glory 580 has a prominent look and a sporty feel in any moment since it is supported by Vehicle Running Recorder, 1.5L Turbocharged Engine, Electric Sunroof.

e) Togetherness

Togetherness describes a quality time spent together with family, relatives, and friends in every moment. Glory 580 serves any togetherness needed by the consumers by showing seat arrangement which is designed comfortably for 7 people (2 front seats, 3 middle seats, and 2 back seats). Because of this, the advertiser wants to confirm and to persuade the consumers that this car is very comfortable and suitable for them who love togetherness.

d) Glory

Glory means the source of fame and success. From this meaning, the advertiser shows the consumers that this car will give them a fame look and will bring them a success. Not only that, by choosing this car, they will be famous and popular in their society because it glories their look and performance. Hence, at the end of the video advertisement Agnes Monica firmly said that *her dream was to Glory from DFSK*, in order to give a strong prejudice and feeling in persuading the consumers so that they will choose Glory 580 from DFSK if they want to be glory, like Agnes Monica.

B. Potensial Presupposition

1) Existential Presupposition

Existential presupposition is presupposition which does not only assume the existence of something in the sentences that show ownership, but also more widely assumes the presence of existence of the statement in the utterances. It is seen in the utterance which has entity name or in any definite noun phrase. It is also assumed to be presented in possessive construction.

The following is the samples of slogans or statements in video advertisement of DFSK Glory 580.

" I choose to be elegant. I choose to be dynamic. I choose to be smart. I choose to be sporty. I choose togetherness. I can drive any car I want but I choose Glory 580. My dream's to glory from DFSK."

In advertising this car, DFSK Glory 580, the company has chosen Agnes Monic as its brand ambassador. In this video ads, Agnes states seven statements or slogans, as have been stated above, in persuading the consumers. From these statements, existential is obviously seen as a way of communication in promoting Glory 580. The viewers or the consumers are presumed to understand that 'I' exists because of Agnes Monica in representing Glory 580.

In addition to explanation above, data no. 7 "**My dream's to glory from DFSK**" is taken as an analysis sample to strengthen the finding of both lexical and actual presupposition. From this quote, the viewers presuppose that the speaker really exists and she has a dreamt make proud of life which is described by the word 'My dream' and the product, DFSK, is real and exists as well. Meanwhile, 'to glory from DFSK shows factive presupposition because it makes the viewers assume that the speaker has a dream to be glory is real and the fact that the glory and the greatness she will get is taken from DFSK Glory 580, which has the glory better than any other cars. Hence, by this statement, the advertisement provokes the consumers to choose Glory 580 as their car so as to have a glory life as great as Agnes Monica in anytime they drive it.

2)Factive Presupposition

Factive presupposition means presupposition that appears from information delivered and expressed with words which show a fact or news which is absolutely true. From 7 taken data There are only 7 slogans or statements that have factive presuppositions. The six which contain factive presuppositions are data no1 to 6. The following is 2 samples of 6 taken data which show factive presupposition.

"I choose to be elegant. I choose to be dynamic".

By listening to these statements, the viewers will make presuppositions in accordance with the facts in the slogan. When they hear "**I choose to be elegant**" (data number 1), the viewers will presuppose that this car certainly has graceful and attractive design compared with other cars in general. It contains factive presuppositions since it states real information or facts. The fact shown in this ads is obviously pictured in an elegant look of both Agnes Monica and the car itself. It is strengthen shortly in attractive and

firm slogan stated by Agnes Monica, **"I choose to be elegant"**, when she drives it. Hence, the ads shows facts about the magnificence of smart car offered to the consumers.

3)Lexical Presupposition

The use of one form with its asserted meaning is conventionally interpreted with the presupposition that another (non-asserted) meaning is understood, is called as Lexical presupposition. In another words, this lexical presupposition obtained through utterances which are interpreted through assertion in the utterances. During the analysis, the researcher finds lexical presupposition in all seven data taken in this video ads, data no. 1to 7. The following is a more detailed explanation which is taken from data no. 3 and 4. The statements or the slogans are "**I choose to be smart.**" And "**I choose to be sporty**" that contains an implied meaning because the viewers will presuppose and assume that this car is very suitable for the smart and sporty people. The ads describes specifically to the reader by mentioning that Glory 580 is facilitated with10inc   Smart Screen A/V System, GPS Navigation, Push Start/Stop Button Vehicle Running Recorder, 1.5L Turbocharged Engine, and Electric Sunroof. All these advantages remain wrapped with a beautiful and elegant design with smart colors such as red, white, black and so on. The statements contain a lexical presupposition because through the statements "*I choose to be smart. I choose to be sporty*", the viewers feel wonder toward the unstated meaning of the slogans and at last they have presupposed the context based on the words stated and the picture seen in the video ads.

After analyzing the whole data, out of six presupposition types, the researcher found three presupposition types. It can be concluded that the lexical presupposition's type is the type which is most often used by the advertisers in the automotive competition through advertising slogans or statements in a video advertisement or a brochure. It seen that the advertisers seldom apply the structural presuppositions ,non-factive presuppositions and counterfactual presuppositions, as they are afraid that those types might give ambiguous or biased, complicated and not understood well by the viewers which make their product lost in competition.

CONCLUSION

This study can be summarized in three ways. First, the slogans or statements had two kinds of pragmatic presuppositions: potential presuppositions and actual presuppositions. Only three types of potential presupposition were discovered out of a total of six. Existential, factive, and lexical presuppositions are all types of presuppositions. The slogans' existential presuppositions indicate DFSK Glory 580's identities and strengths, factive presuppositions indicate facts that impose a strong invitation to the potential Indonesian customers, and lexical presuppositions indicate another meaning that is not asserted. Second, when compared to potential presuppositions, actual presuppositions provide more precise concepts for slogans or statements. Thirdly, neither the statements nor the slogans contain pragmatic transfer. It can be concluded from these findings that each speaker has a unique assumption, which may also enable each speaker to have a unique presupposition. The advertisers hope that viewers and customers will make good assumptions or prejudices about the product, DFSK Glory 580, through appealing pictures, slogans, and statements in video advertisements and brochures. Due to the fact that Indonesian customers struggle to comprehend English (L2), language acquisition plays a significant role. Advertisers typically employ three to four different kinds of presuppositions in order to entice potential customers. As a result, the presuppositions are used and incorporated into the advertisements to provide an implied competition, entice viewers to consider the existence of the product or service, and keep the messages short and easy to remember.

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