

ABSTRACT

Habibullah,. St.N.11.05.111.00081. *A Study of Presupposition in Slogan of Food and Beverage Advertisements in Television*. Thesis. English Study Program of the Faculty of Social and Cultural Sciences, Trunojoyo University. Advisor : Diah Ikawati Ayuningtias, S.S., M.Pd

This study focuses on presupposition which are found in slogan of food and beverage advertisements. This study aims to explain the types of presupposition which are taken from Slogan of Food and Beverage Advertisements in television. It also aims to explain the dominant type of presupposition which is found from the slogan.

In addition to analyze the data, this study used Yule's theory (1996). Moreover, this study is conducted by using a qualitative research. The data of this study are word or phrases in the slogan which are taken from Food and Beverage Advertisements. The writer conducted the analysis by using interactive model proposed by Miles and Huberman's theories.

In the findings, the writer found twenty five data. The writer found four types of presupposition, four teen data which are included existential presupposition, one included factive presupposition, nine included lexical presupposition and one non-factive presupposition. The writer concluded from the data that existential presupposition is the dominant type of presupposition.

Keywords :Presupposition, Slogan, Food and Beverage Advertisements.