

CHAPTER I

INTRODUCTION

This chapter presents about five subchapters, those are : Background of Study, Statement of the Problem, Objectives of Study, Significance of Study, and Scope and Limitation.

1.1 Background of Study

The important tool for communication in the society is language. Language is not only spoken but also sign, gesture, etc. Language is the media to interact with others. Everyone needs language to communicate with the other because it is one of important role in the people life. Language can help people to get information.

The study about language is called Linguistics. One of the branches of Linguistics is Pragmatics. Yule (1996:3) states, “Pragmatics is concerned with the study of meaning as communicated by a 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 than what the words or phrases in those utterances might mean by themselves. In addition, Pragmatics is the study of speaker meaning.

Pragmatics is the study of the relations between language and context that are basic to an account of language understanding (Levinson, 1983: 21). This view has explained that Pragmatics is the study about language understanding based on context. There is correlation between utterance and the context.

Leech (1983:6) states, “Thus meaning in pragmatics is defined relative to speaker or user of the language”. In conclusion, pragmatics is study about meaning in utterance that relative with the speaker and hearer of language. The speaker give information to user (hearer) based on the context meaning in the language used. Both pragmatics and discourse analysis study the meaning of words in context (cutting, 2002:2). It means, the understanding meaning in language have information based on the word in context. Study about meaning in language using pragmatics approach is assumption about what is the purpose of the language itself. Yule (1996:4) states, “The advantage of studying language via pragmatics is that one can talk about people’s intended meaning, their assumptions, their purposes or goals, and the kinds of action (for example, request) that they are performing when they speak”. In other words, the big disadvantage is that all these very human concepts are extremely difficult to analyze in a consistent and objective way. Therefore, the study about language can be easy to analyze via Pragmatics approach. One of pragmatics branches is presupposition.

Yule (1996:25) states, “A presupposition is something the speaker assumes to be the case prior to making an utterance”. In other words, speakers, not sentences, have presupposition. Presupposition is a referring to the logical meaning of a sentence or meanings logically associated with or entailed by utterance or sentence. Automatically, the hearer makes assumption about the meaning in speaker’s utterances. The sentence in utterance has logical meaning or something the speaker assumes in their mind. Study about presupposition in pragmatics approach have chosen by the writer in this analysis. To analysis of how speaker’s

assumptions are typically expressed, presupposition has been associated with the use of a large number of words, phrases, and structures (Yule,1996:27). In this analysis the writer used presupposition based on Yule's (1996:27-29) explanation, those are: existential presupposition, factive presupposition, lexical presupposition, structural presupposition, non-factive presupposition, counterfactual presupposition.

Advertisement is selected by writer to analyze using presupposition in pragmatics approach. The writer chooses advertisement in television because television one of mass media which is very easy to get information in the world. Mackay (1978:123) "Television continues to be one of the most popular, powerful and effective forms of advertising media". It means that television has effected for the hearer to purchase the product. The Tv advertising helped generate audience awareness and led to large amounts of positive press coverage (Mackay,1978:123). In conclusion, advertising on television makes awareness for the hearer to use the product.

Slogan is one of important tool to interests the consumer to purchase the product. Goddard (1983:105-106) states,"Slogan uses the idea of the kind of permanent marker or identifying sign that distinguishes a whole company, this is inherent in advertising logo". In other words, the slogan(and logo) used by a company selling particular product will tie in closely with the descriptions used in the advertising copy. The writer has chosen the slogan in product of food and beverage advertisement because some of product have got the TOP

BRANDaward (is one of appreciation that gave to product which have got predicate) on the years 2012, 2013 and 2014.

1.2 Statement of the Problems

Based on the background that writer explained above, the writer formulates the problem of this research as follows :

1. What are the types of presupposition found in slogan of food and beverage advertisements in television?
2. Which is the most dominant type of presupposition used in slogan of food and beverage advertisements in television?

1.3 Objectives of Study

Based on the Statement of the problem explained above, the Objectives of Study are as follows :

1. To explain the type of presuppositions in slogan of food and beverage advertisements in television.
2. To explain the most dominant type of Presupposition used in slogan of food and beverage advertisements in television.

1.4 Significance of Study

The result of this thesis is expected to give contribution both theoretically and practically to English Program in University of Trunojoyo Madura and the next researcher who reads this thesis. More detail, the result of this thesis is expected:

1. *Theoritically*, the result of this study hoped to give understanding about presupposition and its type, especially for the students of English program in the University of Trunojoyo Madura who are interested to researching presupposition in slogan advertisement. Also, the writer expects to develop knowledge to the next researcher about presupposition.
2. *Practically*, after conducting the research, the researcher hopes that the people who read this research then will have more knowledge about presupposition. This study also can become an alternative for the readers in understanding presupposition in slogan of food and beverage advertisements that has been published and contributed to public.

1.5 Scope and Limitation

The scope of this study is pragmatics. In addition, this study focuses on the presupposition as one of branches in pragmatics. In this thesis, the writer explains the types of presupposition, identifies the dominant type of presupposition in slogan of food and beverage advertisement in television based on theory of presupposition by Yule (1996) because Yule's theory is appropriate with data to analyze. Furthermore, the limitation of this study is *slogan of food and beverage advertisements in television* that the product has got TOP BRAND award and has been published in TV program on the years 2012, 2013 and 2014.