

ABSTRACT

Asis, Abdul. 09.05.111.00065. *A Study of Presuppositions of Outdoor Advertisements*. Thesis. English Study Program of the Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisors: 1. Diah Ikawati A, SS., M.Pd. 2. Rosyida Ekawati, SS., MA.

This study concerned with presupposition on outdoor advertisements in Kamal District. Its objectives are: (1) to identify the type of presupposition of outdoor advertisement in Kamal District. (2) to identify the most dominant type of presupposition of outdoor advertisement in Kamal District. The writer uses presupposition theory which is proposed by Yule (1996:27-29). He states the types of presupposition are: existential presupposition, factive presupposition, lexical presupposition, structural presupposition, non-factive presupposition and counter presupposition.

This research was conducted using qualitative method. The writer uses the documentation method in collecting the data. The writer does the following procedures: (1) The writer chose the consumer outdoor advertisements in Kamal. (2) The writer collected the data by taking the pictures and recording. (3) The writer rewrote the data. (4) The writer put the data on the table. The steps of analyzing data were organized as follow: (1) The writer read carefully and understood deeply the text of consumer outdoor advertisement. (2) The writer identified the presupposition in the text of consumer outdoor advertisements. (3) The writer classified the text of consumer outdoor advertisement that has been found based on the type of presupposition. (4) The writer drew conclusion of the discussion.

Based on the data analysis that the writer has done, the writer found that only 2 types of presuppositions from 60 presuppositions are found of outdoor advertisements: they are existential presupposition and lexical presupposition. From the two types of presuppositions found in this study, the most dominant type is existential presupposition, then lexical presupposition.

Key words: Outdoor advertisements, Presupposition, Existential, Lexical.