

CHAPTER I

INTRODUCTION

This chapter presents background of the study, statement of the research problems, objectives of the study, scope and limitation of the study and significance of the study.

1.1 Background of the Study

Language is a system of communication used by people in all aspects of life. Language is the most effective tool of communication for people. Whatever people do in this world, they use languages to express everything in their mind and some of them apply their background of the knowledge when they communicate each other.

The study about language is called Linguistics. One of the linguistic aspects concerns with pragmatics. Pragmatics is a study about the meaning of the speaker's utterances. In other words, pragmatics is the study of speaker's (writer's) meaning. Yule (1996:3) states, "Pragmatics is concerned with the study of meaning as communicated by speaker (or writer) and interpreted by a listener (or reader). The listener interprets the words or phrases of the speaker's mean of the utterances.

An important aspect of any communication involves the presupposition. Yule (1996:25) states, "Presupposition is something the speaker assumes to be the case prior to making an utterance." Presupposition is knowledge that is taken by the speaker to the common ground of participants in conversation. The speaker designs

their linguistic messages on the basis assumption about what the hearer's that have already known.

Presupposition can be encountered in any context of communication including in advertisements. Advertisements often drive ideas indirectly rather than asserting them directly. For instance of such use of presupposition of advertisement is the one of the slogan of Alfa English Course Institution, "We are not the only ones, but we are the best". The noun phrase "the best" presupposes that "Others except Alfa English Course Institution are worse". This presupposition is asserted by the superlative degree. When the presupposition is asserted by superlative form so, the other meaning is already understood.

Almost everybody has had a feeling that advertisement can be found out in everywhere. Even if people do not find them in magazines and newspapers, they can find them in outdoors. One example of outdoor advertisements is in Kamal District. Outdoor advertisements in Kamal District have very attractive colorful pictures or anything which could attract the reader's attention directly to buy the products. The language of outdoor advertisements is so simple, emphasizes important words, and easy to read.

As a human creature, one may not be aware of the presupposition in outdoor advertisements, but presupposition is an important part of any message leaving the person's mind provides the meaning. Presupposition is often employed in the language of advertising.

From the previous phenomenon, the writer is interested in analyzing the presupposition of outdoor advertisements, Entitle "*A Study of Presuppositions of*

Outdoor Advertisements”, it is chosen because outdoor advertisements in Kamal District are very attractive which can attract the reader attention and the writer interested in the utterances of outdoor advertisements because the language of outdoor advertisements is used to persuade the readers.

1.2 Statement of the Research Problems

Based on the title of the study the research questions are formulated as follow:

- 1.2.1 What are the presuppositions of outdoor advertisements in Kamal District?
- 1.2.2 What are the types of presuppositions of outdoor advertisements in Kamal District?
- 1.2.3 What is the most dominant type of presuppositions of outdoor advertisements in Kamal District?

1.3 Objectives of the Study

Relevant to the research problems above, this study tries to achieve the following objectives:

- 1.3.1 To identify the presuppositions of outdoor advertisements in kamal District.
- 1.3.2 To identify the types of presuppositions of outdoor advertisements in Kamal District.
- 1.3.3 To identify the most dominant type of presuppositions of outdoor advertisements in Kamal District.

1.4 Scope and Limitation of the Study

This study focuses on presupposition theory of pragmatic field on outdoor advertisements which are selected in Kamal District. This study limits on the text of consumers outdoor advertisement that has been selected in Kamal District.

1.5 Significance of the Study

This study, *A Study of Presuppositions of Outdoor Advertisements* is expected to be able to provide theoretical and practical benefits. Theoretically, the result of the study is hopefully useful to develop the understanding of pragmatics aspect especially presupposition and give more information to the next writer who wants to discuss similar study and can enrich linguistics study especially the study of presupposition.

Meanwhile, practically, the result of the study is able to give more information to the readers about the products or services by knowing the presupposition of the outdoor advertisements.