

CHAPTER I

INTRODUCTION

This chapter consists of five sections. The first the writer provides an information about background of study. The second is about the problem which is formed in questions. Then, there is objective of the study which explains about what the goal of the study is. The significance of the study is provided on the fourth and the last is scope and limitation of the study.

1.1 Background of the Study

Advertisement plays an important role in the modern business world, acting as a bridge between companies and consumers, communicating vital information about products and services. According to Oparaugo & Daji (2020) advertising is the communication of information about the price, quality and availability of a product. This information helps potential customers in making informed purchasing decisions, as well as businesses in effectively positioning their products in a highly competitive market. Advertisement is more than just providing information, it is also about persuading customers to buy one product over another. Advertisement is a powerful tool in the business world because it serves both to inform and persuade.

The development of social media networks has altered how businesses approach advertisement. Social media networks are an attractive place for businesses to advertise, giving them an opportunity to target their consumers easily on daily basis (El-zoghby & El-samadicy, 2021). Social media advertisement enables businesses to adjust their advertisements based on user preferences, ensuring that the correct message reaches the right people. Social media is a particularly effective advertisement platform because of its ability to target potential consumers. Social media advertisement is interactive, allowing businesses to engage directly with their target reader, receive feedback, and strengthen customer relationships.

Xiaomi uses so many social media for advertising, one of them is X which is formerly known as Twitter, as one of its key platforms for product promotion. X is a major social media platform that provides an effective channel for brands to engage with a global audience. With over 500 million monthly active users in 2024 (Dean, 2024). X provides Xiaomi with a large and diverse user base, making it an

ideal platform for digital marketing and consumer interaction. This massive reach enables the company to connect with potential buyers not only in its home market of China, but also in the United States and other international markets. Xiaomi's use of social media for promotions is a strategic move, especially in the fast paced smartphone industry, where staying relevant and priority is essential to brand success.

X allows users to interact directly with brands and each other through features like the “at” symbol (@), which directs the conversation to specific individuals or entities, and the hashtag (#), which groups posts under common themes or trends (Murthy, 2024). This functionality is particularly valuable to Xiaomi because it allows the company to engage in direct conversations with its customers, solving problems, answer questions, and build a sense of community around its products. Xiaomi can increase its observation and align with important conversations among its target market by participating in trending topics or creating their own hashtags. For example, hashtags such as #XiaomiLaunch and #XiaomiFans have been successful in uniting Xiaomi's global community while also promoting new product launches and sales events.

One of the main advantages of advertisement, especially on social media, is its flexibility. How customers choose, buy, and utilise certain products or services can be influenced significantly by the way in which communication, largely through advertisement (Mbura & Kagoya, 2021). Whether it is a luxury car, a new smartphone, or a basic household item, advertisement has the ability to highlight the unique benefits of any product, persuading customers to buy. This flexibility is what makes advertisement such a valuable tool for businesses of all sizes and industries. An effective advertisement campaign can increase sales, improve brand recognition, and help a company establish its market position.

The language of advertisement is designed to convey specific information from the producer to the consumer, serving as a medium to highlight the features, benefits, and availability of products (Noor & Agustien, 2017). Advertisements use concise and clear language to ensure that their message is easily understood by the reader. However, this communication is more than just factual. Advertisers frequently use language to persuade their readers. Beyond simply providing

information, advertisements aim to create an emotional connection with their reader by getting interest to their desires, aspirations, or needs. The language is carefully made to create curiosity and encourage action, often employing creative storytelling, catchy slogans, or rhetorical devices such as repetition and metaphors to make the message more engaging and memorable.

Advertisement and language are related because language is the primary tool used by advertisers to convey messages to their target audience. In our life the utilization of language is extremely vital to express something what people need to convey in sociality (Shaumiwaty & Fatmawati, 2024). Language is considered as mediation equipment in advertisement production process, as Widyahening (2015) explained that there are four purposes of language usage, they are oneself expression, exposition, art, and persuasion. In the field of advertisement, this fundamental role of language becomes even more pronounced, as language is used by producers and businesses to communicate with consumers, offering information about products and services in an informative and persuasive manner.

Another important aspect of the relationship between advertisement and language is the ability to adjust language to specific audiences. Advertisements are designed to appeal to specific parts of the population, and language plays an important role in this targeting. For example, advertisements aimed at younger audiences may use more casual language, including slang or daily expressions, whereas advertisements targeting an older or more professional demographic may use more formal language. According to Ogilvy (1983) effective commercials speak directly to the consumer, using language and situations that are familiar to them. One of the most powerful ways that advertisers use language to increase the effectiveness of their campaigns is by adjusting the tone, style, and vocabulary of an advertisement to suit its intended audience. This manipulation of language ensures that advertisements are engaging enough to capture the attention of even passive observers. So, the relationship between advertisement and language is one of mutual dependence, with language serving as the engine driving the success of advertisement strategies.

Advertisers use a variety of linguistic strategies to capture and engage their target audience. The goal is not only to provide information, but also to make the

advertisement interesting enough to attract the attention of passive viewers. The language of advertisements should be carefully manipulated to make a particular advertisement stand out, drawing the attention of consumers who might otherwise overlook it (Jafari et al., 2014). This manipulation of language frequently includes the use of rhetorical devices such as metaphors, puns, and hyperbole, as well as appealing to the audience's emotions through expressive and emotive language. For example, words like “new,” “exclusive,” and “limited edition” are frequently used in advertisements to create a sense of urgency and excitement, encouraging customers to act quickly before the opportunity passes.

The writer chooses presupposition theory because presupposition focuses on unstated assumptions in communication, which are essential for understanding how language shapes meaning and influences interpretation. As Hikmah (2017) observes, advertisements are designed to persuade people to buy certain products or take action through various strategies, and presuppositions are a powerful tool in this process. Many of global tech giant, frequently uses social media to promote its products and interact with consumers. Their captions often contain subtle assumptions that are not explicitly stated but are expected to be understood by the audience. For example, a caption like “Experience the new level of performance with Xiaomi's latest smartphone” assumes that the audience is aware of the brand's previous performance levels and understands the concept of smartphone performance. So, One key factor that contributes to a company's success is the smart use of words in advertisements. That is why this study is important, it provides valuable insights into how language influences marketing success, helping marketers become more aware of the hidden strategies behind advertisements.

Presupposition, as noted by Humardhiana (2009) refers to the implicit assumptions that speakers or writers make about the real world, with the meaning of an utterance often relying on these assumptions. We actually often use presupposition in our daily conversation but we do not realize. For example when someone says "Marry's brother is a great football player." The phrase "Marry's brother" assumes that the person being talked about has a brother. Even if the main point of the sentence is about his football skills, the existence of the brother is taken for granted.

This study is significant because it reveals implicit communication mechanisms that are frequently ignored in regular advertisement. Many traders have good ideas about what to sell, where to sell, and how to price their products, but only a few can successfully maintain their businesses in the long term. While they think they have done all well but challenges such as competitors, changing market trends, and customer preferences often force them to close their stores. One major reason is that they lack effective advertising strategies to attract and retain customers. Without knowing how to promote their products properly, even highquality goods may go unnoticed in the market. So, the study also offer insight about how to make good advertisements using presupposition.

Presupposition theory is particularly relevant in the context of social media, where messages are often brief and meaningful. Writing advertisement in social media forces company like Xiaomi to communicate effectively with limited text, involving careful selection of each word and phrase. This concise form of communication frequently relies on assumptions to convey information beyond what is explicitly stated. In the advertising process, presupposition can be a tool to reveal the untold meaning behind the language that used by the advertiser in an advertisement (Zuhriani, 2022). Using presupposition theory, the writer can demonstrate how Xiaomi strategically uses language to maximize the impact of its messages within the constraints of the platform.

In this study, the writer decides to analyze Xiaomi's captions on X using presupposition theory. Xiaomi, a leading technology company founded in China, has made significant strides since its inception. It began venturing into the cellphone business sometime around 2011 (H. M & S, 2019). The company is well known for its smartphones, as well as a wide range of other electronic products such as laptops, tablets, smartwatches, and smart home devices. Xiaomi's ability to produce high quality but affordable products has enabled it to establish out a significant space in the global market. In the highly competitive technology sector, Xiaomi's offerings are widely regarded as a challenge to major companies such as Apple and Samsung.

Xiaomi's captions are designed to convey important information, highlight product features, and engage consumers. However, captions frequently contain underlying meanings and assumptions, while not explicitly stated. Using

presupposition theory, the writer seeks to investigate the implicit messages in Xiaomi's X posts and how they influence consumer perception and behavior. Presupposition theory provides a linguistic framework for examining what is assumed or implied in a statement, making it an excellent method for uncovering the hidden meanings embedded in promotional language.

The analysis of presupposition helps individuals understand the implicit or unsaid meaning behind what a speaker communicates. The analysis of presupposition allows people to be able to understand the unsaid meaning of what the speaker said (Zuhriani, 2022). By identifying presuppositions in the captions, readers can uncover layers of meaning that go beyond the surface of the uttered words. In recent years, there has been increased interest in how language influences consumer behavior, but few studies have used presupposition theory to analyze social media content from a major tech company such as Xiaomi. Social media platforms, particularly X, has become central to brand communication strategies, allowing businesses to interact directly with their target audience. As a result, this study not only advances the field of linguistics, but it also provides valuable insights for marketing professionals and advertisers.

1.2 Research Questions

Considering the background presented above, this study tries to address two primary research questions concerning the use of presuppositions in Xiaomi global's promotional content on X. Below are two of research questions:

1. What are types of presuppositions found in the selected captions of Xiaomi global's promotional posts on X?
2. How do presuppositions support Xiaomi's captions in advertising in brand management?

1.3 Objectives of the Study

There are two objectives can be obtained this study:

1. To identify the types presupposition found in the selected captions of Xiaomi global's promotional posts on X.
2. To explain how presupposition support to advertising in brand management.

1.4 Significance of the Study

This study is likely to provide contributions. They are structured as follows:

1. For scholars: This study helps in theory by giving new ideas about how presupposition works in real advertisements. Practically, this study can be a good example for other scholars who want to study language in advertisements. It shows how to connect theory with real data from social media.
2. For teachers and students: Theoretically, this study helps by showing how a topic like presupposition is used in real life, not just in books. It helps students understand that language theories can be found in things they see every day, like ads. Practically, this study can be used in class to help teachers explain how language works in advertisements. Students can also learn how to look ads more carefully and find the hidden meanings behind the words.
3. For marketing professionals: Theoretically, this study helps by explaining how presupposition can be used to advertise a brand or product. Practically, the study gives ideas for making better advertisements. By learning how Xiaomi uses language, marketing professionals can make good ads that can improve brand image and sales.
4. For researcher: This study gives theoretical support by showing how to use linguistic theory in real cases. It gives knowledge about how language is used in advertising. Practically, it also helps new researchers learn how to do a study how to collect data, analyze language, and explain results. These skills are important for anyone who wants to do research in language and communication in the future.

1.5 Scope and Limitation of the Study

The scope of this study is pragmatics especially in presupposition. The writer only focuses on specific promotional posts that are having 1 millions viewer in 2024 and identifying how these presuppositions shape customer understanding and engagement. The analysis is also limited to textual content from Xiaomi global's caption on promotional posts on X. The study is heavily based on presupposition theory proposed by Yule (1996) to answer the first research question and for the second reserach question the writer uses concept of 5 role of advertising in brand management by Scheinbaum, O'guinn and Semenik (2022).