

ABSTRACT

Tarisha Putri Salsabila. 210511100043. English Study Program. Analyzing Presuppositions in Indonesian K-pop Fans' Comments on Posts about the Boy Group RIIZE on Instagram.

Fan comments on social media often include hidden assumptions (presuppositions) that shape how messages are understood, especially in negative posts about the boy group RIIZE on Instagram. This study aims to (1) identify the types of presuppositions found in Indonesian K-pop fans' comments about RIIZE, and (2) analyze the linguistic triggers for each presupposition. George Yule's six presupposition types (1996) plus an additional pragmatic presupposition type from Ramdhani & Amalia (2023). A qualitative-descriptive approach was applied using non-participant observation and purposive sampling. Fourteen comments were selected from a negative @panncafe post. Data were analyzed with the interactive model of Miles, Huberman, and Saldana (2014). All six of Yule's presupposition types: existential, factive, lexical, structural, non-factive, and counterfactual were identified, along with one pragmatic type. Existential presuppositions appeared most often. The main triggers included noun phrases, factive verbs, question forms, and contextual expressions. These findings highlight the value of presupposition analysis for understanding implicit communication on social media. Future research can expand digital pragmatics by showing how hidden assumptions arise from word choice and sentence structure.

Keywords: Pragmatics, presupposition, Instagram, K-pop fans, RIIZE.

ABSTRAK

Tarisha Putri Salsabila. 210511100043. English Study Program. Analisis Presuposisi dalam Komentar Penggemar K-pop Indonesia terhadap Unggahan tentang Boy Group RIIZE di Instagram.

Komentar penggemar di media sosial sering memuat asumsi tersirat (presuposisi) yang menjadi dasar pemahaman pesan, terutama pada unggahan negatif tentang boy group RIIZE di Instagram. Penelitian ini bertujuan (1) mengidentifikasi tipe-tipe presuposisi yang muncul dalam komentar penggemar K-pop Indonesia tentang RIIZE, dan (2) menganalisis pemicu linguistik dari setiap presuposisi tersebut. Teori enam tipe presupposition oleh Yule (1996) dan tambahan satu tipe presuposisi pragmatis oleh Ramdhani & Amalia (2023). Pendekatan kualitatif-deskriptif digunakan dengan metode non-partisipatif dan purposive sampling. Sebanyak 14 komentar dipilih dari unggahan negatif akun @panncafe. Data dianalisis mengikuti model interaktif Miles, Huberman, dan Saldana (2014). Keseluruhan enam tipe presuposisi Yule teridentifikasi: eksistensial, faktif, leksikal, struktural, non-faktif, dan kontrafaktual, serta satu tipe pragmatis. Presuposisi eksistensial paling sering muncul. Pemicu utamanya meliputi frasa nomina, kata kerja faktif, bentuk kalimat tanya, dan ekspresi kontekstual. Temuan ini menegaskan pentingnya analisis presuposisi untuk memahami komunikasi implisit di media sosial. Penelitian selanjutnya dapat memperkaya kajian pragmatik digital dan membantu pembaca menyadari bagaimana asumsi tersirat dibangun lewat pilihan kata dan struktur kalimat.

Kata Kunci: Pragmatik, presuposisi, Instagram, penggemar K-pop, RIIZE.