

## **CHAPTER I**

### **INTRODUCTION**

The first chapter provides a starting point for the study. With the title's description in the background, moving from general to specific. In addition, there are research questions relevant to the background, objectives of the study, significance of the study, and scope and limitation of the study. Thus, this study can make it easier to understand before moving on to the main discussion.

#### **1.1 Background of the Study**

Humans use language to communicate in their daily lives, whether ancient and modern. Humans can survive by communicating, "Language is very important in people's lives" (Rambi et al., 2022). As social humans, language is very much needed to provide information to each other, exchange ideas, and understand each other between one human being and another, "Language is a very significant part of what makes us human and, more particularly, it is what allows us to communicate with others as social beings" (Burridge & Stebbins, 2019, p. 34). Language, as a human sign, allows humans to convey their thoughts, intentions, and feelings to anything visible or abstract, both verbally and in writing, "Humans need to narrate to fellow humans their pains, joys, grace, blessing, and exploits all in assembled and coordinated sequences" (Urujzian & Etuk, 2024). Language is more than just a means of receiving and transmitting information; it may also represent a person's identity, where they come from, the religion they practice, and the group or community they belong to, "Language serves as a tool for communication as well as a constant reflection of human identity, culture, and knowledge" (Zahro et al., 2024), and to carry on traditions or culture to future generations.

However, as language is passed from one generation to the next, the spoken and written forms of language become increasingly complex to understand. For guided language learning, there is a branch of science called linguistics, which focuses on the structure, function and use of language in various contexts, "The study of language is conducted within the field of linguistics" (Meyer, 2009, p. 14). Linguistics provides a wealth of information about how languages differ,

evolve, and are formed, “By studying linguistics one will be able to know how language operates, how language is employed and how language is changed and preserved” (Saiful Akmal, Rahmat Yusni, 2017, p. 15). Linguistics studies can help you become more conscious of writing or speech errors as well as more precise in picking words and using language in different settings, resulting in improved abilities to communicate. One of these is pragmatics, which studies how language is utilized in communication. It focuses on the meaning produced by the use, as considered through the context or situation, the relationship between the speaker and the listener, and the social and cultural influences on the interpretation of a transmitted message, “Pragmatics is a branch of linguistics of usage context in understanding and producing utterances” (Rajagukguk et al., 2023). Presupposition In the pragmatic approach, one of the important concepts is presupposition. It refers to information that the speaker assumes or accepts as true and expects the listener to understand or accept, “This assumption must be mutually known or accepted by the speaker and listener in order to understand the context of the utterance.” (Ikrori et al., 2023). This presupposition determines the way the message is understood and received in the wider context of communication, because it creates a basis for shared understanding between the speaker and the listener, “In linguistic studies, the basis of speech is discussed as presuppositions.” (Ni’mah & Andriyani, 2025).

This allows speakers and listeners to share understanding without having to convey information directly, creating communication more efficient and effective, “Shared knowledge between the speaker and the hearer is needed in this case, because through presupposition, written or verbal language can be understood even though it is not stated in detail.” (Wulandari et al., 2022). In practice, presupposition can be found in various forms of communication, including textual communication such as comments on social media. In this case, presupposition can occur together with the appearance of certain assumptions from the speaker. On social media, users tend to use informal language, satire, or a more contextual style of language, which may determine the reader’s understanding of presuppositions, “They play an essential role in

shaping communication by influencing how information is conveyed and interpreted.”(S. & Heryono, 2024). Given the multi-interpretable and context-dependent character of language, this raises the question of whether the presuppositions in the commentary can still be properly understood by the readers, “In communication, context plays a huge part it provides information to the speaking partner in order to be understood and properly respond to the speaker’s intention” (Astikasar & Masykuroh, 2022). When social media users leave comments, they often use informal and nuanced language, which can lead to varying interpretations. Readers’ backgrounds, experiences, and knowledge can all determine how they perceive these presuppositions. Therefore, it is critical to find out the extent to which presuppositions in comments are consistently understood by readers, as well as the elements that determine this interpretation. Presuppositions are information that is indirectly conveyed in comments and is assumed to be known or believed by the comment writer. They are therefore critical to understanding interactions on digital platforms.

Because in the modern age, social media is more than simply a platform for sharing photographs, videos, or writing; it is also a space for interaction through discussion, argumentation, and the sharing of viewpoints. The digital environment offers people to effortlessly publish and share numerous forms of content with an even wider audience, “It allows users to create, upload, and share content such as text, images, video, and audio with a wider audience” (Ausat, 2023). With the existence of social media, the spread of information has become faster and easier, allowing us to always keep up with the latest developments. It is transforming the way we live and work, such as shopping online or looking up worldwide news. Today, many people spend more time in the digital world than in the actual world, such as interacting online with friends, which reduces physical activity, “While not solely responsible, social media use may influence physical activity and overall health in a multidirectional manner”(Morningstar et al., 2023). A lot of people view social media as the second world after real life since it allows them to do whatever they want without exposing their name or personal lives, “Social media gives people a

second life that can be managed by the users themselves, which then makes social media something very addictive for people around the world” (Nasution et al., 2021). Aside from being a place for interaction, communication, discussion, and sharing opinions, social media may become a space for people to convey their hate for something by mocking or ridiculing it.

People often feel more free to express things on social media that they might not be able to say in person or to people around them, especially if they are socially bound or afraid of the consequences, “Social media platforms seem to be the perfect place for disseminating hate speech due to not only several of their defining characteristics but also the characteristics of social media users” (Schmid et al., 2024). However, when seen positively, the activity of discussing, arguing, or interacting with others on social media allows people to build confidence in speaking up, create extensive relationships, and get insight into a diversity of opinions or thoughts in solving problems. The phrase "social media" refers to a variety of platforms that can be downloaded to smartphones and used only when the user is online. Some of these social media platforms are widely used by people, including X (previously known as Twitter), Facebook, YouTube, and Instagram, “In this sense, we can think of social media as the major platforms and their features, such as Facebook, Instagram, and Twitter” (Appel et al., 2020). Each platform has its own characteristics, such as how it operates, the features it provides, and the types of activities that take place on it. Additionally, these platforms offer a variety of content with different genres, which can result in distinct perspectives for each individual.

Instagram is a popular social media platform that people use for communicating online, “Nowadays, one of the most social media account used for communication was Instagram” (Swarniti, 2021). A platform that displays content in the form of audio-visuals such as images, videos, and text in the form of captions, and is shared by users in the form of accounts, “Instagram is a social media that allows someone to post a photo or video. There are many accounts on Instagram that supplied a source of news or information and a source of entertaining ” (Saputra & Marlina, 2019). Each Instagram account reflects its

users' personal interests or represents the interests of several users, allowing them to make friends, get information, and interact with people all over the world, “You can get lot of information through an Instagram and you can communicate with people around the world via this media” (Putri, 2022). Individuals with similar interests can use these accounts to connect and build online communities. In addition to X and Facebook, Instagram has a comment section where anyone can reply on any content shared by the account.

It creates interesting discussions among communities, fans, and enthusiasts of the same music or film. The Instagram account @panncafe, for example, is popular among Indonesian K-pop fans who are seeking the latest news about their idols. The account has its unique characteristics while sharing news in the South Korean entertainment industry, especially the usage of a color system on the headline board to distinguish the kind of news displayed. The red board is intended to symbolize negative or tragic news, and the blue board represents positive or encouraging news. The purpose of this color system is to let readers quickly and easily recognize the type of news. It often ends up in hundreds to thousands of comments expressing fan's emotions, statements, questions, suggestions, or praises for the idol.

K-pop or Korean music pop, has become a global trend that continues growing and is in demand by various groups, regardless of age or gender, so that it can change their lifestyle as well, “The spread of K-Pop worldwide and its favor by many generations, including in Indonesia, has dramatically impacted daily life, including lifestyle, food, and music” (Juwita & Nurnisya, 2022). A fandom is a vast community of K-pop fans who share a love for the same idol, “Fandom is another name for a group of fans or fans” (Agustia & Pandin, 2023). Kpop fandom often attracts the attention of different communities or individuals for its powerful and solid characteristics in the K-pop world. The form of their support and dedication to the idol, and the cohesiveness among fans in the fandom, such as holding fundraisers and major projects to vote for the idol in hopes to get global recognition from the music industry. “K-pop fandom culture is known for its high levels of

engagement, passion, and creativity, with fans often engaging in a wide range of activities, such as creating fan art, organizing fan events, and purchasing merchandise” (Ranieses, 2024). Kpop fandoms are divided into divisions so that they can personalize the groups they support and create their own distinct identities.

For example, RIIZE has a fandom called BRIIZE. RIIZE is an up-and-coming boy group with a young debut age who has set a great record due to their music genre, which is widely recognized. However, the boy group’s journey has not been totally smooth; the boy group, which is managed by SM Entertainment and has yet to make its official debut, has been hit by a variety of negative rumors aimed at each member. As a result, causing one member to go on hiatus for ten months and not participate in activities with the other members as a boy group unit. Nevertheless, the members’ teamwork and hard work when singing or dancing on stage helped increase the group's reputation. These achievements and journeys have put RIIZE, a young male group, in the attention of South Korean and international media. The situation received a variety of responses or perceptions from RIIZE's own fans and non-fans toward the boy group.

On social media platforms such as Instagram, we can see how individuals, especially K-pop fans in Indonesia, often leave comments with opinions, support, criticism, or emotional responses to their idols. These comments often include presuppositions, which are assumptions about the reader’s knowledge or acceptance that do not need to be expressly stated. In this context, users typically use word choices that imply certain intentions, therefore the assumptions built in the comments become key to understanding the interaction. The problem is that not all readers capture the same presupposition because everyone has different experiences, knowledge, and social backgrounds. This could end in varying perceptions or even misunderstandings, especially when comments address sensitive or emotional matters. Therefore, it is critical to understand how the structure and wording of social media comments could help readers in capturing the commenter’s intended presupposition.

This study focuses on presupposition, an element of linguistics that often appears in Instagram user comments, especially among Indonesian K-pop fans. Presupposition is referred to as a hidden assumption or background information that is assumed to be known by the reader or listener despite not being expressly mentioned in the claim. Presupposition is widely used in online communication, particularly on social media platforms such as Instagram, to convey the commenter's goal or opinion discreetly such as transmitting criticism, praise, satire, or emotive sentiments without saying them directly. Compared to previous studies which analyzed presupposition in formal or structured texts like advertisements, films, translated texts, and news, this study focuses on spontaneous and informal digital communication in the form of freely written Instagram comments. This study also adds pragmatic presupposition from Ramdhani and Amalia (2023) as a supporting theory to help analyze data that cannot be fully explained by Yule's (1996) presupposition framework. Therefore, the title "Analyzing Presuppositions in Indonesian K-pop Fans' Comments on Posts about the Boy Group RIIZE on Instagram" was chosen as the focus of this study.

## **1.2 Research Questions**

After understanding the issues presented in the background above, the researcher has formulated two research questions:

1. What types of presupposition are found in Indonesian K-pop fans' comments on post about RIIZE on @panncafe Instagram?
2. How are presuppositions linguistically triggered in Indonesian K-pop fans' Instagram comments?

## **1.3 Objectives of the Study**

Each of the research questions presented above has the following objectives:

1. To identify the types of presuppositions found in the comments of Indonesian K-pop fans on two Instagram posts (one positive and one negative) about the boy group RIIZE on the @panncafe account
2. To analyze how are presuppositions linguistically triggered in Indonesian K-pop fans' Instagram comments.

#### **1.4 Significance of the Study**

This study offers both theoretical and practical contributions:

##### **1. Theoretically**

- a. This study is expected to confirm the relevance of George Yule's (1996) theory of presuppositions in the context of digital communication, particularly informal interaction on social media. By analyzing comments from Indonesian K-pop fans on Instagram, this study shows that presupposition remains a key pragmatic approach to transmitting meaning indirectly, even in the arena of spontaneous and emotive online communication. Thus, this study broadens the applicability of presupposition theory to digital communication developing in the era of social media.

##### **2. Practically**

- a. The students

This study is expected to serve as an extra resource for students, particularly those studying English linguistics, who want to learn about presuppositions in pragmatic studies, particularly in the context of digital communication, such as social media comments.

- b. The readers

This study can assist readers understand how people use social media comments to indirectly transmit messages. Understanding the variety of types of presuppositions in comments, readers can see how implicit assumptions are understood in everyday digital communication, especially among Indonesian K-pop fans.

- c. The future researchers

This study can also serve as a resource for future or next researchers interested in similar topics or issues, both in terms of presupposition theory and the environment of digital communication. This study can be a basis for developing further pragmatic studies in social media or other online communities.

### 1.5 Scope and Limitation of the Study

This study focuses on linguistics, specifically pragmatics. The main focus of this study is to analyze presuppositions in Instagram user comments using George Yule's (1996) theory about types of presupposition. This study aims to identify the types of presuppositions and analyze the linguistic triggers that cause presuppositions to appear in Indonesian K-pop fans' comments on the boy group RIIZE. The comments analyzed were taken from one negative Instagram post on the @panncafe account, which discussed controversies or events related to RIIZE. The comments were taken from a negative Instagram post on the @panncafe account that highlighted a controversy or tragic incident involving RIIZE.

The study's limits are intended to keep the conversation focused and oriented. First, the study limited itself to one Instagram post with negative sentiment about RIIZE that was uploaded in 2025, which is likely to be the most tragic news as a data source. Second, the comments analyzed were chosen with intent so that only comments that fit specific criteria were selected. Therefore, not all comments on the post were analyzed. Third, presuppositions are identified and analyzed in accordance with the six types given by George Yule (1996): existential, factive, lexical, structural, non-factive, and counterfactual. However, if data is found that cannot be explained by the Yule framework, additional theories in the form of pragmatic presuppositions from Ramdhani and Amalia (2023) will be used as supporting theories to enrich the analysis. The focus on the type of pragmatic presupposition is used only when the data shows characteristics that do not fit into Yule's six types of presupposition. Despite these limits, the study remains focused on the main topic and does not stray from the specified pragmatic focus.