

ABSTRACT

M. YASID AL BUSTOMI,. 11.05.111.00084. *An analysis of Presupposition of English Slogan in Advertisement on Indonesia Television Channels.* Thesis English Study Program of the Faculty of Social and Cultural Sciences, Trunojoyo University. Advisor: Mohammad Halili, M.LangSt.

This study focuses on presupposition which are found in slogan language of advertisement on Indonesia television channels. This study aims to explain the types of presupposition which are taken from Slogan Language of Advertisement on Indonesia Television Channels. It also aims to explain the presupposed meaning utterance result in slogan language advertisement of advertisement on Indonesia television channels. In addition to analyse the data, this study used Yule's theory (1996). Moreover, this study is conducted by using a qualitative research. The data of this study are word or phrases in the slogan language are taken from advertisement on Indonesia television channels. The writer conducted the analysis by using inductive model by Miles and Huberman's theories. In the findings, the writer found fifteen data. The writer found four types of presupposition, nine data which are included to existential presupposition, two included to lexical presupposition, two included to structural presupposition and two included to counterfactual presupposition.

Keywords : Presupposition, Slogan, English Language Advertisements.