

CHAPTER I

INTRODUCTION

This chapter presents about five subchapters, those are : Background of Study, Statement of the Problem, Objectives of study, Significance of Study, and Scope and Limitation.

1.1 Background of Study

Language is a way and system of communication that plays an important role in all aspects of human life. It is the most effective tool to use of communication for people. Language is not only spoken but also sign, gesture, etc. Language is also media to interact with others. Everyone needs language to communicate with the other because it is one of important role in the social people life. Language can help human to get information. Whithout language, the world cannot develop normally. Whatever we do in this world. We use language to express everything in our mind.

The study about language is called linguistics. One of the branches of linguistics is Pragmatics. Yule (1996 :3) states,“ Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader).” It has consequently, more to do with the analysis of what people mean by their utterances then what the words or phrases in those utterances might mean by themselves. In addition, Pragmatics is the study of speaker meaning.

The definition of Pragmatics varies. Pragmatics is the study of the relations between language and context that are to an account of language understanding (Levinson, 1983: 21). Explained that Pragmatics is the study of contextual meaning of the speaker's utterances. There is colleration between utterance and the context.

According to Leech (1983:6) that thus meaning in Pragmatics is defined relative to speaker or user of the language. Pragmatics is study about meaning in utterance that relative with the speaker and hearer of language. The speaker give information to user (hearer) based on the context meaning in the language used. Both Pragmatics and Discourse Analysis study the meaning of words in context (cutting, 2002:2). It means, the understanding meaning in language have information based on the word in context. Study about meaning in language using Pragmatics approach is assumption about what is the purpose of the language itself.

Yule (1996:4) states,"the advantage of studying language via pragmatics is that one can talk about people's intended meaning, their assumption, their purposes or goals, and the kinds of action (for example, request) that they are performing when they speak". In other words, the big disadvantage is that all these very human concepts are extremelly difficult to analyze in a consistent and objective way. Therefore, the study about language can be easy to analyze via Pragmatics approach.

Yule (1996:25) states that a presupposition is something the speaker assumes to be the case prior to making an utterance'. In other words, speakers, not sentences, have presupposition. Presupposition refers to the logical meaning of a sentence logically associated with or entailed by utterance or sentence. Automatically, the hearer makes assumption about the meaning in speaker's utterances. The sentence in utterance has logical meaning or something the speaker assumes in their mind. Study about Presupposition in Pragmatics approach has been chosen by the writer in this thesis to analysis of how speaker's assumptions are typically expressed. Presupposition has been associated with the use of a large of words, phrases, and structures (Yule, 1996:27). In this analysis, the writer uses presupposition theories Yule's (1996;27-29) explanation, those are: existential presupposition, factive presupposition, lexical presupposition, structural presupposition, non-factive presupposition, counter factual presupposition.

Advertisement is selected by writer to analyze using presupposition in pragmatics approach. The writer chooses advertisement in television because television one of mass media which contained information that was rather difficult to understand because it was broadcast and shown in a short time. Mackay (1978:123) argues that television continuous to be one of the most popular, powerful and effective forms af advertising media. It means that television has effected for the hearer to purchase the product. Advertising on television also makes awereness for the hearer to use the product.

Slogan is one of important tool to interest the consumer to purchase the product. Goddard (1983:105-106) states that slogan uses the idea of the kind of permanent marker or identifying sign that distinguishes a whole company, this is inherent in advertising logo. In other words, the slogan used by a company selling particular product will tie in closely with the descriptions used in the advertising copy.

Some advertisements on television usually use English language. The choice of language to extend messages with the intention of influencing people is really important. Advertising language may not always be appropriate language in the normal sense and usually has the hidden meaning. Different people who see the advertisement sometimes interpret language in different ways. Actually using English language in the advertisement makes the product or service more interesting and easier to remember, but the advertisement which uses English language often make someone was confusing and can not catch the meaning of the advertisement. Therefore the message of the advertisement which stated by the producer is not conveyed clearly.

Advertisement on Indonesia television channels which uses English language has been attracted among consumers in both adolescents and adults who understand English language. Through the language, information that is wanted to be delivered by the producer can be communicated. Advertisement was made based on interest public. Really, the use of English language advertisement makes Indonesian difficult to understand and catch the message of the advertisement. Not all Indonesian

understand the English language, while the advertisement was made not just for people who are well educated but also for them who are less educated or have not been studied in school or university.

Based on the explanation above, the writer is interested in analyzing the picture and text of the English advertisement which has the hidden meaning. The writer in this case choose the title *An Analysis of Presupposition of English Slogan in Advertisement on Indonesia Television Channels*.

1.2 Statement of the Problems

Based on the background that writer explained above, the writer formulates the problem of this reseach as follows:

1. What are the types of presupposition of English slogan in advertisement on Indonesia television channels ?
2. What is the presuppose meaning utterances resulted from English slogan in advertisement on Indonesia television channels ?

1.3 Objectives of Study

Based on the Statement of the problem explained above, the Objectives of study are as follows :

1. To explain the type of presupposition of English slogan language in advertisement on Indonesia television channels ?

2. To explain the presuppose meaning utterances resulted from English slogan in advertisement on Indonesia television channels ?

1.4 Significance of Study

The result of this is expected to give contribution both theoretically and practically to English program in University of Trunojoyo Madura and the next researcher who reads this thesis. More detail, the result of this thesis is expected:

1. Theoritically, the result of this study hoped to give understanding about presupposition and it type, especially for students of english program in the university of trunojoyo madura who are intrested to reserching presupposition of English slogan in advertisement. Also, the writer expects to develop knowledge to the next researher about presupposition.
2. Practically, after conducting the research, the researcherhopes that the people who read this research then will have more knowledge about presupposition. This study also can become an alternative for the readers in understanding presupposition of English slogan in advertisement on television channels in Indonesia that has been published and contributed to public.

1.5 Scope and Limitation

Scope of the study is the theory that is used in the study. Here, the writer applies pragmatics study. This study focuses on analysing, English slogan in advertisement on Indonesia television channels which use English language based

on theory of presupposition by Yule (1996) because Yule's theory is appropriate with data to analyze. Furthermore, the limitation of this study is English Slogan in advertisement on Indonesia television channels.