

CHAPTER I

INTRODUCTION

This chapter presents background of the study, statement of the research problems, objectives of the study, significance of the study, and scope and limitation of the study.

1.1 Background of the Study

Language is the most effective tool of communication used by people in all aspect of life. Language help people to socialize with each other, and it can give some kinds of information. For getting the information, people need to communicate with other people. Communication is the process of transferring massages from the speaker to the hearer by producing the word. Many people use language not only as an communication tool, but also written communication. Language often used as commercial tool for a company's business. One of an example is the use of language in the field of advertising.

The study about language is called Linguistics. One of the linguistic branches concerns with pragmatics. Pragmatics is a study about the meaning of the speaker's utterances. Yule (1996: 3) states that pragmatics is concerned with the study of meaning as communicated by a speaker (writer) and interpreted by listener (reader). Pragmatically, meaning of the words or utterances have many interpretations, it depends on the context and the listener or the reader interpretations. Thus, the listener or the reader can give the assumptions by their own understanding.

As one of the branches of linguistics field, pragmatics has many field of studies which are interested to be learned. One of them is presupposition. Yule (1996: 25) states that Presupposition is something the speakers assume to be the case prior to making an utterance. Speakers, not sentences have presupposition. Presupposition is knowledge that is taken by the speaker to the common ground of participants in conversation. The speaker designs their linguistics messages on the basis assumption about what the hearer's that already known.

Presupposition can be encountered in any context of communication including in advertisements. Advertisements often drive ideas indirectly rather than asserting them directly. Advertisement is also a away to communicate between procedures and customers in order to persuade the customers to take action about the product. Almost everyone has had a feeling that advertisement can be found out in everywhere.

The advertising world in Indonesia has experienced considerable progress rapidly. This is indicated by the existence of several opportunities developing globally in advertising. According to Morris (2010: 35) advertising as one form of persuasive communication. Form oral communication on advertising is manifested in the form of advertising on the media print such as newspaper, magazines, billboards, and so on. Advertising elements usually made as trademarks, logos, illustrations, ad text, and slogan.

Slogan is a form of advertising that is always there, both audio and visual media advertisement. Due to the function of the slogan is to provide charm so that consumers are curious about the product being marketed. Besides that, meaning

contained in slogans, usually ideas or information that you want to delivered by advertisers through slogans to consumers regarding their products. The quality of slogans require high quality, because slogans require the right choice words and can attract hearts. The goal is to make people easily remembered when see the product for the first time.

For instance of such use of presupposition in advertisement is the one of the slogan of cigarette advertisement, “Talk less do more” from Class Mild. There are two verb phrases “talk less” and “do more”. These phrases presupposes that Class mild “ does not talk too much” only on advertising but “give more taste” in every single smoke. PT HM Sampoerna Tbk as the providers of cigarette, should make the catchy slogan and will be the hallmark of the brand. Actually, the cigarette advertisement has very attractive colorful pictures or anything which could attract the reader’s attention directly to buy the product. By using the simple language, emphasise important words in the advertisement to make reader easier to read and interpret it.

From the phenomenon above, the researcher is interested to analyzing the slogan of one of cigarette advertisement, U-Mild. It is choosen because the uniqueness of the language possessed by cigarette advertisements is different from that most advertisements deserve to be studied more deeply. What meaning contained from the advertising languages that are not commonly used by the public. many people cannot guess the meaning of the slogan immediately. Besides, the language presupposition of slogan are interesting to be learned deeply caused has their own unique characteristic, and their own language style.

1.2 Statement of the Research Problems

Based on the background of the study, the research problem are:

1. What types of presupposition found in slogan of U-Mild cigarette advertisement?
2. What are the implicit meaning of slogan's utterances in U-Mild cigarette advertisement?

1.3 Objectives of the Study

Relevant to the research problems, this study fulfilled the following objectives:

1. To identify the types of presupposition of slogan in U-Mild cigarette advertisement.
2. To interpret the implicit meaning of slogan's utterance in U-Mild cigarette advertisement.

1.4 Significance of the Study

The researcher is expected this study of presupposition of slogan in U-Mild cigarette advertisement to be able to provide both theoretical and practical benefits. Theoretically, the result of this study hopefully could give contribution to develop the understanding of pragmatics aspect especially in presupposition theory, give more information to the reader about presupposition of slogan, and could be used as reference for the next similar research or to be used as main or second source of student learning about advertising language.

Practically, the researcher hoped this study can make readers know about the language which is used in advertisements especially in slogan of U-Mild cigarette advertisement.

1.5 Scope and Limitation of the Study

The scope of this study is pragmatics studies. This study focuses on identified and analyze the types and implied meaning of presupposition related to six part of presupposition: existential, factive, non-factive, lexical, structural, and counter-factual presupposition. The theory is proposed by George Yule (1996). This study limits on the slogan of U-Mild cigarette advertisement were released in 2014-present, it is caused there are many slogans exist on this product.