

## Presupposition of Slogan in the Jakarta Post Advertisement

Tryana<sup>1</sup> and Sulan Satelah<sup>2</sup>

English Department, Faculty of Letters, Universitas Pamulang  
anatri99@gmail.com

### ABSTRACT

This study aimed at identifying the types of the presupposition on the slogans of the advertisements in the Jakarta post. Slogan is the words employed to describe the virtues of products or services. Presupposition is one of the indispensable things in a communication, especially in the advertisement. Mostly the presupposition is frequently employed by the advertiser to convey a message about product or service since it possesses some virtues in the advertisement. Yule's theory (1996) and Lam (2009) were used to identify the presupposition found. The research method employed was the qualitative method. From the data analysis, some types of presupposition were found 5 types of presupposition, namely 6 *existential presuppositions*, 6 *factive presuppositions*, 6 *lexical presuppositions*, 1 *structural presupposition*, 2 *non-factive presuppositions*

**Keywords:** *Pragmatics, presupposition, advertisement, slogan*

### INTRODUCTION

In globalization era, advertisements have mounted drastically. It is easily found in mass media such as televisions, radios, and newspapers. Moreover, the various languages are used in the advertisements. It should be followed by the consumer's ability in perceiving the messages in the advertisements. Santosa (2009) defines that advertisement is communication's processes that possess pivotal strength as marketing instrument that serves to sell goods, to give a service through certain media in information that persuasive. In presenting the advertisements, mostly the advertisers employ a slogan and tagline to attract the consumers' willingness in purchasing the product or service since the slogan and tagline could affect the sale.

The slogan and tagline are two different things. Slogan is concise motto designed to advertise a product, a service, and an idea. Dwi (2012) states that a slogan is the words employed to describe the virtues of products or services. Urdang and Robin (1984, in Hidayati,

2009) state that slogan is a group of words that promise a reward in a dramatic way which is easy to read, easy to say, and easy to remember. Furthermore, Whittier (1955, in Dulababu, 2011) “A slogan should be a statement of such a merit about a product or service that is worthy of continuous repetitive advertising; is worthwhile for the public to remember, and; is phrased in such a way that the public is likely to remember it”. Meanwhile, a tagline is a verbal logo of a brand for instance “think different” the tagline of apple brands, meanwhile “change is in the air” is the slogan of Apple’s product (iPad). It means slogan is more specific than the tagline.

The words in slogan are frequently creative and attractive; hence it can generate a good assumption. The good assumption could affect the consumer in purchasing the product or service. In a linguistic study, this assumption is called presupposition. It is a previous assumption possessed by speaker related to the utterance produced before making utterance Yule (1996). It is one of the indispensable things in a communication, especially in the advertisement. Mostly the presupposition is frequently employed by the advertiser to convey a message about product or service since it possesses some virtues in the advertisement, for instance, the consumer is able to recognize the product or service and the consumer is able to know what the merits offered by the product or service, for instance, the slogan of Citilink “better fly Citilink”. Related to this slogan, the reader will make the assumption “Citilink is the best flight service” or “there is flight service that satisfying”. By using these assumptions, the readers will be interested in using Citilink’s service.

The word presupposition itself is derived from English meaning “presuppose beforehand”. Yule (1996) defines “a presupposition is what something speaker assumes to be the case prior to making an utterance” and “Presupposition can be informally defined as an inference or presupposition whose truth is taken for granted in the utterances of sentence” (Huang ,2007).It means that presupposition is the background belief or the assumption possessed by speaker or listener related to the utterance produced before making utterance. The other speaker already has the previous assumption about the person or what is being discussed. Simply, presupposition is first speaker's conclusion before making utterance related to the utterance produced.

According to Yule (1996), there are six types of the presupposition, namely existential, factive, lexical, structural, non-factive, counter-factual transposition. The existential presupposition is the presupposition that shows about ownership, however, more widely show about the presence of existence of the something in the utterances. The factive presupposition

is the presupposition that emerges from information conveyed and demonstrated by words which show a fact or news which is absolutely true. The lexical presupposition is the presupposition acquired through the utterances interpreted through the assertion in the utterances. The lexical presupposition is asserted by implicitly for instance "she stopped crying" the presupposition is "she was crying". The structural presupposition is a presupposition demonstrated through utterances containing a clear structure that could be directly understood without looking at further the use of the words. It is frequently 5 WH questions for instance "when did the lecturer give us score". The presupposition is "the lecturer gave a score". The non-factive presupposition is the presupposition that shows an untrue. It is the opposite of factual presupposition. The feature of non-factive presupposition is words that show untrue or ambiguity such as dream, imagine, pretend and for instance, "Luna pretends to be beautiful" the presupposition is "Luna is not beautiful". It shows an untrue of the statement or non-factive presupposition. The last type of this presupposition is counter-factual which means the presupposition resulted from the opposite understanding from the statement or contradictive for instance "if they have money, they will buy a car" the presupposition is "they don't have money". It is the contradiction.

Nilsen (1974, in Lam, 2009) states by employing the presupposition, the advertisers could convey the message without long explanation or a need for convincing, for instance, there is utterance's slogan of watch's product Richard Mille "a racing machine on the wrist". Related to this slogan, the readers will possess an assumption "there is sophisticated watch". By using this assumption, the advertisers do not need a long explanation to describe the benefits of this product or service.

In promoting the product by using advertisement, most of the advertisers use the available mass media One of this mass media is newspaper. Jakarta Post is one of the wellknown newspapers in Indonesia which becomes the favorite media for them in promoting their products. Using creative and attractive slogans in their advertisement will improve the sale.

Based on this reason, the purpose of this study is to identify the the types of the presupposition on the slogans of the advertisements in the Jakarta post. This will lead to the improvement of the slogan used as it will affect the understanding and the willingness of the customers in selecting the products they want to buy.

This study identified the presupposition used in selected Jakarta Post publishings

namely 24<sup>th</sup> October 2017 – 28<sup>th</sup> October 2017, 15<sup>th</sup> January 2018 –20<sup>th</sup> January 2018 and 15<sup>th</sup> March 2018 – 15<sup>th</sup> April 2018. The data collected were then analysed by using presupposition theory by Yule.

### **FINDINGS AND DISCUSSION**

The data findings were presented in the form of the table. Afterwards, the writer classified the data from the slogans of the advertisements based on the theories of the presupposition. The compiled data are presented as follows:

*The table of presupposition types on the slogans of the advertisements in the Jakarta Post*

No	Product or service	Slogan	Types of the presupposition
1	Citilink	Betterfly citilink	Existential
2	Biznet	Biznet for your best internet	Existential
3	Lexus	The most spacious cabin	Existential
4	Muft BANK	Your trust, your future, our commitment	Existential
5	Belt and road	Your fast track to belt and road opportunities	Existential

6	Patek philippe	Begins your own tradition	Existential
7	Intercontinental Bali resort	Where local insights make a genuine different	Factive
8	Conrad Bali	Never just stay Stay inspired	Factive
9	Marina one residence	Luxury, prestige, quality	Factive
10	PT. Moestar Indonesia	Attitude and road safety	Factive
11	Mandiri	Leading, trusted, enabling to growth	Factive
12	Panorama	Style refresh	Factive
13	Richard mille	A racing machine on the wrist	Lexical
14	Telkom Indonesia	The world in your hand	Lexical
15	Relumino	A slight to behold	Lexical
16	Breitling	Old but gold	Lexical
17	Hyogo	A land of hidden gems	Lexical
18	LPK Tiara Cipta	Smart cares for smart kids	Lexical
19	Rabbit town	Art rip-off or selfie paradise	Structural
20	Sultan hotel residence Jakarta	Step into our extraordinary wedding fair and plan your entire day	Non-factive

21	Optik Melawai	When you expect the very best	Non-factive presupposition
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### **Data Analysis of the Types and Functions of the Presupposition in the Slogans of the Advertisements**

After tabulating the data, the writer described the types and functions of the presupposition in the advertisements based on their characteristics and the theories. First, the writer will begin from the types of the presupposition and the second is the functions of presupposition on the slogans of the advertisements in the *Jakartapost* on 24th October 2017 – 28th October 2017, 15th January 2018 – 20th January 2018, and 15th March 2018 – 15th April 2018 publishings.

#### Datum 1

The slogan of Citilink “better fly Citilink” shows the existential presupposition type. It can be seen from the word “Citilink”. It is a proper name. The proper name is one of the definite descriptions. It is the trigger of the existential presupposition type. Existential presupposition type is the presupposition that shows about the existence or ownership of flight service. By reading this slogan, the readers will make assumptions or presuppositions “there is Citilink the service of flight” or “Citilink possesses better flight” which show the existence of flight service where Citilink is the name of aircraft.

#### Datum 2

The slogan of Biznet “pake biznet for your best internet” shows the existential presupposition type. It can be seen from the proper name “Biznet” and possessive “your best internet” that shows the existence and ownership of the internet service. By reading this slogan, the readers will make assumption or presupposition “Biznet owns best internet” or “Biznet provides satisfying internet” where Biznet is the name of service that provides internet.

#### Datum 3

The slogan of the Lexus “the most spacious cabin in its class” shows the existential presupposition type. It can be seen from the word “spacious cabin”. It shows the existence of the car. By reading this slogan, the readers will possess assumption or presupposition “there is a car that owns spacious cabin”. It shows the existence of car where Lexus is the name of car's

brand. The readers frequently interpret this presupposition not only from the slogan but also from the picture.

#### Datum 4

The slogan of the MUFT BANK “your trust, your future, our commitment” shows the existential presupposition type. It can be seen from the possessive “your trust”, “your future”, and “our commitment”. It shows the existential of presupposition types where possessive is one of the definite descriptions. It is one of the triggers of existential presupposition type. By reading this slogan, the readers will own assumption “you own trusted bank” or “you own future bank” where MUFT is the name of service of the bank.

#### Datum 5

The slogan of the Belt and Road “your fast track to belt and road opportunities” shows the existential presupposition type. It can be seen also from possessive “your fast track” where it is one of the triggers in the existential presupposition type. It shows the ownership of the merits of Belt and Road which the existential presupposition type is the presupposition that shows ownership or existence. By reading this slogan, the readers will own presupposition “Belt and Road owns fast track” where Belt and Road is the name of economy service.

The second is “implicit competition”. It can be seen from the same presupposition “you own fast track”. It indirectly makes the advertisement is comparative and most importantly than other same service.

#### Datum 6

The slogan of the Patek Phillipe “begin your own tradition” shows the existential presupposition type. It can be seen also from the possessive “your own tradition” where it is one of the triggers of presupposition. By reading the slogan, the readers will make an assumption or presupposition “you have a tradition” where the Patek Philipe is the name of watch's product.

#### Datum 7

The slogan of the Intercontinental Bali resort “local insights make genuine different” shows the factive presupposition type. It can be seen from the factive verb “make”. It is one of the triggers in factive presupposition type where factive presupposition is the presupposition that appears from words that give information or fact. This slogan is one of the instances of the

factive presupposition type. By reading this slogan, the readers will have assumption or presupposition “local insight is different”. It shows that this assumption gives the information that Intercontinental Bali resort is different than other resort.

#### Datum 8

The slogan of Conrad Bali “never just stay stay inspired” shows the factive presupposition type. It can be seen from the factive verb "stay". It is the trigger of factive presupposition type. By reading this slogan, the readers will own assumption or presupposition “Conrad Bali inspires”. It shows that this presupposition gives the information about the service that Conrad Bali inspires people when they come to this place where the factive presupposition type is the presupposition that gives information or fact.

#### Datum 9

The slogan of marina one residence “luxury, prestige, quality” shows the factive presupposition type. It can be seen from the words that give information “luxury, prestige, quality”. By reading this slogan, the readers will possess assumption or presupposition “there are glamour and standard residence”. This assumption shows an information of the merit of this residence which is standard and glamour”.

#### Datum 10

The slogan of Pt Moestar Indonesia “attitude and road safety” shows factive presupposition type. It can be seen from the words above that give information. By reading this slogan, the readers will own assumption or presupposition “pt moestar provides drivers that qualified” where Pt Moestar is the name of the driver’s service.

#### Datum 11

The slogan of Mandiri “leading, trusted, enabling to growth” shows the existential presupposition type. It can be seen from the words that give information. By reading this slogan, the readers will make the assumption or presupposition “there is a foremost bank” or “Mandiri is trusted bank”. It conveys the message of this service if the consumers save their money in Mandiri Bank, it is going to be safe where Mandiri is the name of bank service.

#### Datum 12

The slogan of Panorama “style refresh” shows factive presupposition. It can be seen from the words above that give information. By reading this slogan, the readers will own assumption or presupposition “panorama provides new brands clothes” or “clothes with new designs”. This presupposition gives the information about the advantages of this shop where the panorama is the name of clothes shop.

Datum 13

The slogan of Richard Mille “a racing machine on the wrist” shows the lexical presupposition type. It can be seen from the implicit meaning “racing machine”. The readers do not directly understand the intent which tries to be delivered through the slogan. By reading this slogan, the readers will interpret an assumption or a presupposition “Richard Mille is sophisticated watch equipping by the merits such as countdown timer, calendar, and stopwatch”

Datum 14

The slogan of Telkom Indonesia “the world in your hand” shows lexical presupposition type. It can be seen from the phrase above. The readers have to interpret the meaning because it is an implicit meaning. By reading this slogan, the readers will make a presupposition “Telkom Indonesia provides satisfying network”. By using satisfying network indicates the consumers can see the world with Telkom Indonesia's network or signal where Telkom Indonesia is the name of telecommunication service.

Datum 15

The slogan of Relumino “a slight to behold” shows the lexical presupposition type. It can be seen from the slogan above. The readers have to interpret the meaning of slogan above where lexical presupposition is the use of one form with its asserted meaning is conventionally interpreted with the presupposition that another meaning (not asserted) is understood. By reading this slogan above, the readers will make assumptions or presuppositions “Relumino is flexible and stylish glasses” or “this watch has a design that unique or attractive”.

Datum 16

Breitling “old but gold” slogan shows the lexical presupposition. It can be seen from the slogan above. The readers can not directly understand the intent of the slogan because it contains implicit meaning. By reading this slogan, the readers will make presupposition

“Breitling is vintage however it is luxury”. The word “old” refers to the vintage and the word “gold” refers to the luxury.

#### Datum 17

The slogan of Hyogo “a land of hidden gems” shows lexical presupposition type. It can be seen from the slogan above. The slogan cannot directly understand by readers. They have to interpret the slogan implicitly. By reading this slogan, the readers will make presupposition “Hyogo is a beautiful place that seldom visited by people”. The phrase “hidden gems” refers to the tourism place that still very natural.

#### Datum 18

The slogan of LPK tiara cipta “smart care for smart kids” shows the lexical presupposition type. It can be seen from the slogan above. The readers cannot understand directly. By reading this slogan, the readers will wonder “LPK tiara cipta own the good nurture” where LPK tiara cipta is the name of children caring service.

#### Datum 19

The slogan of Rabbit town “art rip-off or selfie paradise” shows the structural presupposition type. It can be seen from the structure of slogan above that trigger structural presupposition type. By reading this slogan, the readers will make presupposition easily “there is selfie paradise”.

#### Datum 20

The slogan of the sultan hotel and residence Jakarta “step into our extraordinary wedding fair and plan your entire day” shows non-factive presupposition type. It can be seen from the non-factive verbs “step” and “plan”. It is the trigger of non-factive presupposition type. By reading this slogan, the readers will make presupposition “has not yet gone to extraordinary wedding fair”. The word step gives untrue information where the non-factive presupposition is the presupposition that gives untrue information.

#### Datum 21

The slogan of Optik Melawai “when you expect very best” shows non-factive presupposition. It can be seen from the word “expect”. It is one of the non-factive verbs. It is the trigger of non-factive presupposition. By reading this slogan, the readers will make

presupposition “you are not best yet”. Non-factive presupposition is the presupposition triggered by the non-factive verb such as think, pretend, plan and so on. Therefore, the writer concludes this slogan contain non-factive presupposition.

In this study, the writer found 5 types and 3 functions of the presupposition in the advertisement. They are 6 *existential presuppositions*, 6 *factive presuppositions*, 6 *lexical presuppositions*, 1 *structural presupposition*, and 2 *non-factive presuppositions*

In this study, the writer found that a slogan could contain more than one type or function of the presupposition. However in this study, the writer only focus on the characteristics of types and functions of the presupposition according to Yule’s theory and Lam in the Jakarta Post on 24th October 2017 – 28th October 2017, 15th January 2018 –20th January 2018, and 15th March 2018 – 15th April 2018 publishings. The most dominant types in this study were the existential, factive, and lexical presupposition type.

## **CONCLUSION**

After analyzing the data found, there are five types and three functions of the presupposition from 21 the slogans of the advertisements analyzed in the Jakartapost on 24th October 2017 – 28th October 2017, 15th January 2018 –20th January 2018, and 15th March 2018 – 15th April 2018 publishings. Five types of the presupposition are *the existential presupposition*, *the factive presupposition*, *the lexical presupposition*, *the structural presupposition*, *the non-factive presupposition* and three functions of the presupposition is *implicit competition*, *causing the readers to consider the existence of the product or service*, *making the advertisement short and memorable*. Every slogan belongs to their own characteristics which are employed by the writer to determine the types and the function of the presupposition. One type of the presupposition is not found based on the data which has been collected and analyzed is the counter factual presupposition type because this type belongs to ambiguity element. This type is rarely employed in the advertising because advertising language is frequently persuasive.

From twenty-one slogans analyzed, the most dominant types of presupposition found in the Jakarta Post on those publishings are the existential presupposition type, the lexical presupposition type, and the factive presupposition type because from the data analyzed, the characteristics of the factive, lexical and existential presupposition type were frequently found.

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