

**PRESUPPOSITION ON ENGLISH SLOGAN OF FOOD AND
BEVERAGE SLOGAN ADVERTISEMENT IN TELEVISION
(PRAGMATICS APPROACH)**



RESEARCH PAPER

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by

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CHAPTER I

INTRODUCTION

A. Background of the Study

Human is using language entirely as a means of communication. This means communication differs throughout countries and ethnicities. Indonesian people surely use Indonesian language to convey messages to their hearer. This message conveying process is predominantly between two persons or more. One way communication cannot be entirely called as a message conveying process as long as the absence of the hearer.

Nowadays, people utilize many equipments or tools to transmit their message. They use telephone to have a long-distant conversation with a friend abroad. They just simply browse the internet and find some on-line clique to have a chat with. However, those equipments are two-ways communication tools. People can directly talk to, or meet face-to-face with someone. While the other tool of communication is television.

Television broadcasts many things, ranging from movies to differs advertising (ads). People spend their time in front of television watching advertising. Hence, advertisement is the most effective mean of product promotion for advertiser. Until now, even people from remote places can receive TV broadcast and would obviously know about advertising.

Ads or advertisement aims to introduce a product or service. Many product manufacturers make use of ads to have efficient selling. Particularly, in peak

hours between evening and before late of night, people would have their television set on, watch some programs in the screen. Therefore, advertiser should be smart in promoting their products or services. Provocative and easy-to-remember slogan is one way to advertise effectively because, effective and simple slogan would always stimulate people's mind of a product.

For that reason, the researcher in this research paper is eager to elaborate the slogan of advertisement, particularly the food and beverage products. The researcher applies the presupposition framework to draw the meaning out of the slogan used. Few examples are given as follows

1. Slogan : *Be 100%* (Mizone beverage)

In this ads slogan the researcher can infer a presupposed meaning and its type. *Be 100%*., as the researcher infers, suggests that people having lack of concentration or feeling tired is not fully 100%. The slogan *Be 100%* has a presupposition meaning that people (consumers or TV viewers) of the Mizone ads are less than 100%.or feeling tired. The presupposition type of this slogan is change-of-state presupposition because the auxiliary verb *Be* is suggesting a state or condition of being 100%. Then, the second example is as follows:

2. *Tea With Shocking Soda* (Tebs beverage)

From this slogan, the researcher can infer that the tea (Tebs) contains a shocking soda. The presupposed meaning is that there is not any tea with shocking soda before. The Tebs tea is the only tea that contains shocking soda. While the type of the is factive presupposition because it suggests a fact that there is not any tea with shocking soda before.

From the two examples given above, the researcher is eager to describe both the meaning and the type of presupposition of food and beverage advertising slogan. This is done in order to see a clear and brief meaning of food and beverage advertising slogan. However, these kinds of slogan contain message behind it, so the researcher is interested to reveal the presupposed meaning. In addition, the framework used in this researcher is taken mainly from pragmatics, especially presupposition. Therefore, the researcher is interested to do a research entitled presupposition on English slogan of Food and beverage slogan advertisement in television (pragmatics approach)

B. Previous Study

There are two previous studies on this research. The first researcher was conducted by Wahyu Andi Nugraha (2007). His research is entitled *A Linguistics Analysis on English Slogan of Cosmetic and Food Products*. His research aimed to describe the linguistic form, type of meaning and type of slogan on cosmetic and food products. The data are taken from cosmetic and products sold in Alfa Pabelan and Goro Assalam Supermarket which enclosed English slogan. His research results the most general linguistic form of cosmetic and food products are in noun phrase. The most meanings implied from the slogan are conceptual meaning. Then, the slogans used promoting benefit purpose to get the consumer.

The second research was conducted by Dian Esti Pratiwi (2007). Her research is entitled *A Pragmatics Study on Clothes Advertisement Slogan in Aneka Magazine Issued in January-September 2006*. Her research is aimed to

figure out the forms of clothes advertisement slogan and their intentions. The data of her research are in the form of words, phrases, clauses, or sentences taken from *Aneka Magazine* issued in January-September 2006. From her researcher, she found out that most of the data of the clothes advertisement are phrase and sentence, and the common intentions are persuading.

From the earlier researches, the differences of the recent research are in two points. The first is that the point of view. This research uses the pragmatics point of view. Although, the first previous study uses pragmatics point of view, but it was in general, while this research uses more detailed point of view, which is presupposition. The second point is on the data. Both the previous studies collected the data from written media, which are magazine and product label. However, this research takes the data from television or electronic data.

C. Problem Statement

In conducting this research, the researcher focuses on the following problem statements to have a clear point to be achieved. The researcher comes up with two problem statements, they are as follows:

1. What are the presupposed meaning behind the English food and beverage advertisement slogan in television?, and
2. What are type of the presupposition meaning of the English food and beverage advertisement slogan in television?

D. Objective of the Study

The objective of this study is to answer the previous problem statements. Therefore, the objective of this research paper are as follows:

1. to elaborate the presupposition meaning of English food and beverage advertisement slogan in television, and
2. to describe the type of the presupposition meaning of English food and beverage advertisement slogan in television.

E. Limitation of the Study

In conducting the research, the researcher focuses particularly on the Analysis of Presupposition Meaning of English Food and Beverage Advertisement Slogan in Television. It is because the ads are common and available in every television channels.

F. Benefit of the Study

From this research, the researcher hopes to give much benefit for the readers, other researchers or even the lecturer. Thus, the researcher proposes the benefit of this research paper as follows:

1. Theoretically
 - a. This research gives detailed understanding for the TV viewer about the presupposition meaning in English food and beverage advertisement slogan in television.
 - b. This research provides broad background for other researchers discussing the similar or related study.

2. Practically

a. For the students of English department

This research gives examples about presupposition meaning of English food and beverage advertisement slogan in television.

b. For the lecturer

This research gives the TV viewer or consumer understanding of the message behind the English food and beverage advertisement slogan.

c. For other researcher

This research gives other researcher a good reference for those interested in dealing with presupposition concept.

B. Organization of Research Paper

The researcher organizes this paper in order to make an easier understanding. This research paper is divided into five chapters.

Chapter I consists of introduction, background of the study, previous study, problem statement, objective of the study, benefit of the study and organization of research paper.

Chapter II includes notion of pragmatics, notion of presupposition, and notion of slogan.

Chapter III consists of research method, object of the research, data and data source, method of data collection and techniques of the data analysis.

Chapter IV includes data analysis and discussion, data analysis and discussion. Finally, Chapter V is the conclusion and suggestion.