

**A PRAGMATIC ANALYSIS OF TEXT USED  
IN T-SHIRT**



**RESEARCH PAPER**

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by

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## CHAPTER I

### INTRODUCTION

#### A. Background of the Study

Humans are individual and as social creatures. Humans are creature who has characteristics as a social creature and individual which always need communication. In communicating people need language defined as system of sound, words etc used by human to communicate thoughts and feeling (Wardhaugh, 1997: 3). Moreover, communication is needed in human daily activities, because without communication human will not be able to interact each other well. Language is based of communication and it is used as a tool in communication. So, people always create caution each other. Human is considered as social creature, in which in their activities they are also related by language. It is also related how to people try to get a clear explanation on what the message conveyed. People always do communication to build their relationship to the each other. Sometimes to build their interaction they found kinds of difficulty. The difficulties mean, that people use language as utterance they also create a habitation which formed as a pattern in communication. One of ways to surpass kinds of difficulties with learning pragmatic theory. In pragmatic theory we should know how to translated the implied meaning of the utterances. In pragmatic theory we can know, how to understand the hidden meaning of the sentences or utterances. One of theories which it is in one frame under the pragmatic theory is Presupposition. In the branch of pragmatics, a presupposition is an

implicit assumption about the world or background belief relating to an utterance whose truth is taken for granted in discourse. A presupposition must be mutually known or assumed by the speaker and addressee for the utterance to be considered appropriate in context. A presupposition of a sentence must normally be part of the common ground of the utterance context (the shared knowledge of the interlocutors ) in order for the sentence to be felicitous. Sometimes, however, sentences may carry presuppositions that are not part of the common ground and nevertheless be felicitous. This is an example to give description about presupposition:

“Do you want to do it again?”

Presupposition : that you have done it already, at least once.

## **B. Previous Study**

To prove the originality of the study the writer presents the previous research studies that have been conducted by many researchers.

The first research related to this study was conducted by Kurnia Putri Kartini (2008), the English department Student of Training and Education Faculty of Muhammadiyah University of Surakarta. Her research paper entitled “A Discourse Analysis of SONG LYRIC IN THE GREATEST HITS ALBUM by WESTLIFE (Pragmatic Approach) “. While the result of this research are that there are seven criteria of textually such as cohesion, coherence, situational, acceptability, intentionally, informative nests, situational, and interdentally. Moreover, language form used in song lyrics

are sentence, poem, connotative, language, and poetry and composer intention of song lyrics in shades Album by Westlife.

The second previous study is conducted by Sri Handayani Purnasary (2007). Her research paper entitled "A Discourse Analysis of 'your latter's 'In THE JAKARTA POST NEWSPAPER ". She's analysis the element which configurative the discourse in 'Your Letter 'in the Jakarta post newspaper and also she is focused in deixis device.

The third previous study is conducted by Imam Baihaqi (2007), the Indonesian Department Student of Teacher Training and Education Faculty of Muhammadiyah University of Surakarta. His research paper entitled "Analysis Gaya Bahasa Ironi pada WACANA IKLAN ROKOK SAMPOERNA A-MILD". He analyzed Gaya bahasa ironi focused on discourse analysis used in Sampoerna A Mild advertisement. His tray to finding out the form, the real meaning of the advertisement and what is the background knowledge which supported this advertisement.

The fourth previous study is conducted by Susilowati (2006). Research paper entitled " Pragmatic Analysis on English Jargon of Moral Sticker ". The research deals with the variety of language on Jargon sticker in Arabian and English and the messages on sticker to the audience then they use of them in communication.

In this research, the researcher uses Texts of T-shirt a media as the data to be analyzed. In addition, she focused to finding the logical reason of the text, the presupposition of the message.

### **C. Focus of the Study**

Knowing the problem is the most important part in the research. The researcher decides some problems that will be discussed here. The problems are formulated as follows.

1. What are the types of sentence of English text in the T-shirt?
2. What are the presuppositions of the uses of English text of T-shirt?

### **D. Limitation of the Problem**

In this research, the writer limits her research problem just to discuss about presupposition of the message, and to find the logical reason in communication. The study based on the Pragmatic analysis especially on presupposition frame work. In this research, the writer limits the problem on presupposition approach because this approach will describe either the logical meanings in the T-shirt texts to enable experimental meaning to be made or the contextual meaning of texts taken T-shirt as medium. So the writer should know the social messages of the texts.

### **E. Objective of the Study**

According to the problem statements mentioned above the writer have the following objectives.

1. To identify the types of sentence of English text used in the T-shirt.
2. To describe the presupposition of the English text used in the T-shirt.

## **F. Benefit of the Study**

The result of the study is expected to be beneficial in two ways:

### 1. Academic benefits

The result of study can be use as an academic reference by other researcher to conduct further researcher dealing with Pragmatic Analysis. This research can be used as a stimulus to conduct further research related to this research in more details or from other point of view.

### 2. Practical benefits

The research will give more understanding to the readers about Pragmatic Analysis in English text taken use in T-shirt media by using Presupposition approach. Besides that, the readers will get more knowledge or information that a messages on T-shirt is not only being wearing and as style but also being known the real meaning of the messages itself and intention of the words.

## **G. Organization of the Research Paper**

The organization of the research paper is give in order to make readers understand the content of the paper as follows:

Chapter I is introduction. It consists of the background of the study, the previous study, focus of the study, limitation of problem, objective of the research, the benefits of the study, and organization of the research paper.

Chapter II is underlying theory. It deals with the Principle of Pragmatics, the notion of Presupposition, Linguistics form, notion of Text and Context, and notion of T-shirt media.

Chapter III is research method. In this chapter, the researcher present the type of the research, object of the study, data and data source, method of the data collection, and technique of data analysis.

Chapter IV is analysis and discussion. It related to the data analysis and discussion of finding of Pragmatics Analysis toward English text use in T-shirt as media. The data analysis divided into two parts, namely: the followings finding of the presupposition of the Message realized contextually, and the form of English text use in T-shirt medium.

Chapter V is conclusion and suggestion. It contains the conclusion of the research, implication and suggestion.