ABSTRACT

Faiqoh, Elok. 2017. An Analysis Of Presupposition in MakeOver Beauty Products Advertisements On Website. English Department Faculty, State Islamic University Sunan Ampel Surabaya.

Advisor: Raudlotul Jannah, M. App. Ling.

Key Terms : *Beauty products Advertisements*, *Presupposition*, *Pragmatic*.

This research aims to describe the types and functions of presuppositions contained in MakeOver beauty products advertisement on Website. In the analysis the writer uses the theory of Yule about presupposition in 1996. The research method is descriptive qualitative method because the writer describes and interprets a phenomenon of presupposition.

From the analysis that has been conducted by the writer on the type and functions of presupposition in advertisements, the writer finds 34 of presupposition of three types of presuppositions: The slogan contains three types from six types of presupposition. They were twenty of existential presuppositions one of factive presupposition, thirteen of lexical presupposition. The writer also finds three function of presupposition in beauty products advertisement. Six advertisements which containing implicit competition, fifteen advertisements contain causing reader to consider the existence and five advertisements making the advertisement short and memorable.

The writer hopes that the future researchers who are interested in studying pragmatics to make other pragmatics analysis of the data in this research such as speech act, entailments, deixis or implicatures. It is also suggested for those who are interested to observe presupposition to explore more about presupposition in another sentence or text.

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INTISARI

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Pembimbing: Raudlotul Jannah, M. App. Ling

Kata Kunci : *Beauty products Advertisements, Presupposition, Pragmatic*.

Penelitian ini bertujuan untuk mendeskripsikan jenis dan fungsi presuposisi yang terkandung dalam iklan MakeOver produk kecantikan pada website. Dalam analisa ini, penulis menggunakan teori Yule tentang presupposition pada tahun 1996. Metode penelitian yang digunakan adalah metode penelitian deksriptif karena penulis akan menjelaskan dan menafsirkan fenomena tentang presupposisi.

Dari analisis yang telah dilakukan yang telah dilakukan oleh penulis pada jenis-jenis dan fungsi presupposisi dalam periklanan,penulis menemukan 34 data yang mengandung presupposisi. Slogan terdiri dari tiga tipe presuposisi dari enam jenis presupposisi: dua puluh dari existential presupposition, satu dari factive presupposisi, satu dari lexical presupposisi. Berdasarkan pada penelitian penulis juga menemukan tiga fungsi dari perikalan pada produk kecantikan. Dua puluh periklanan terdiri dari *implicit competition*, satu iklan berisi *causing reader to consider the existence* dan tiga belas iklan terdiri dari *making the advertisement short and memorable*.

Penulis berharap bahwa peneliti selanjutnya yang tertarik untuk mempelajari pragmatik untuk membuat analisis pragmatik lain seperti speech act, entailments, deixis or implicatures. Hal ini juga di sarankan bagi mereka yang tertarik untuk mengamati presupposisi untuk mengeksplorasi lebih lanjut tentang presupposisi dalam kalimat atau teks lain

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