



powerful influence over people and their behavior. The choice of language to convey specific messages with the intention of influencing people is vitally important. It is arranged as good as possible to get people's attention.

According to Stan Rap and Tom Collins (1955), the language of advertisement must be able to arouse, to persuade and to be informative. It means that the language of advertising must pay attentions to people that can give the solution to the consumer. And the language use of advertisement must be communicative and make the people easy to comprehend the message. Persuade means that the language use makes the people interest with the products. Wang (2017) mentions that the language of advertising is indifferent degrees influenced by linguistics, psychology, economics, marketing strategy, sociology and aestheticsetc. Thus, the language used by advertisers must be multi- functional commercial to earn interest many people. It can be concluded that the content of advertisements must be objective and honest, brief and clear, not making pass to group or other producer and make attractive attention.

Advertisements often convey ideas indirectly rather them overtly. The advertisers have to use some ways to make it simple and easy, for example using one of pragmatics elements to deliver the message to the readers or the viewers. That is a presupposition, Yule (1996) states that presupposition is something the speaker assume to be the case prior to making utterance. It is an important part of any massage leaving the person's mind that provides the meaning.

Presupposition is often employed in the language of advertising. One importants function of presupposition is to make an advertisement comparative,

most importantly and avoid breaking the law. An example such use of presupposition is the one labeled at Apung Rahmawati restaurant “Ayam baka rterdahsyat di dunia” this statement presupposes that the restaurant is the best when it is compared to the other restaurant of the same product type. To make it legal, the advertisements cannot directly assert that their product is better than other restaurants of the same product types, so they presuppose the message.

Regarding the restaurant above, the advertisement cannot directly assert, “Apung Rahmawati restaurant is better than Primarasa restaurant”, otherwise Apung restaurant would probably into legal disputes. Therefore, they simply state that it is the best without explicitly comparing it with others. Presupposition used in this particular advertisement to indirectly compare Apung restaurant with its competitors and to state that Apung restaurant is the best, those to persuade consumers to buy its products rather than those of its competitors.

Another important function of applying presupposition in advertisement is to convey the message in short and memorable way. In this case, the information will be shared between the customer and advertiser without explanation or any other way of convincing.

There are some strategies to achieve sales promotion, advertisement writer usually loves to use some exaggerated words, phrases and expressions to describe the advertised products or services. By doing that technique, the advertisement will give a very deep impression on the minds of the consumers; presupposition can play its role again because it can downgrade the praising words, phrases and expressions and make the advertisement at least appear to be more objective. In

order to persuade the consumers to buy the advertised products, the advertisement writers must convince the consumers what they said in the advertisement is true.

Presupposition can help to make the advertisement more persuasive in that presuppositions have the ability to survive under negation or question. Presupposition can also be used to cheat the consumers if the claims of the advertisements are false because in most cases the consumers are really not in a position to learn whether the presupposition in the advertisement is true or not. Consumers have been cheated by the presupposition and been attempted to purchase the product with a belief of its quality. The reason is that the consumers do not want to spend too much time in checking the truthfulness of the contents of the advertisements and at the same time, they also lack related professional knowledge and means.

In addition, advertisement is primarily persuasive in its nature. The crucial part of advertisement language is presupposition. There are many functions of presupposition use in advertisement. Some of them use it to persuade consumers to buy their products, other use it to shorten their messages and grab public attention. Finally, presupposition is multi- functional in commercials. It is considered one of the most effective communication means between the consumers and the advertiser. So, Presupposition is a very important notion in pragmatics can serve the multiple purposes of advertisement. Therefore presupposition and the language of advertising should be studied together.

MakeOver is one of beauty product from Indonesia which is sale some product of beauty. They are face product, eye product, lips product, pro palette,





