#### **CHAPTER I**

### INTRODUCTION

## 1.1 Background of Study

People use language to communicate, interact and share their ideas, thought and feelings. By using language to communicate people can get what speaker's purpose in conversation. Generally, communication's purpose is to deliver the message by the speaker to the hearer.

One of field in society that uses language as a tool to communicate and bring some profits economically is an advertisement. Advertisement is a kind of messages paid that usually used by people to inform or influence other people. Nowadays advertising uses every possible media to get its message through. It such as television, printed (newspaper, magazines, journals etc), radio, press, internet, direct selling, hoarding, mailers, contest, sponsorship, posters, clothes, events, visuals, and even people (endorsements). Advertising usually informs the potential consumer about products, services, benefit and utilities. It also persuades the consumers to purchase their products and services.

Since language is a powerful tool for a human being to communicate with others effectively. Therefore, the use of right and effective language both in spoken and in written brings success. All the successful persons use select vocabulary in order to attract audience and get success in their life. Likewise, kind of language that is used in advertisements in mass media as well as in leading journals and newspapers brings big success to companies. Language has a

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 notionin 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,

skin care and beauty tools. The researcher is interested in analyzing presupposition that used by MakeOver and choose MakeOver as an object of the research since MakeOver is a brand that has a lot consumer in Indonesia. The products of MakeOver that will be analyzed by the researcher are Lips products and Face products. Based on Website, the best seller of MakeOver's products are Lip products and face products. MakeOver has a website www.makeoverforall.com which is advertise their product use English and it is easy for the researcher to analyze the presupposition that may contain in a slogan.

The researcher has two research problems to be analyzed. They are what type of presupposition that used on Website of MakeOver beauty products advertisements and function of presupposition that used on Website of MakeOver's products. The researcher also used descriptive qualitative methodology to support the analysis.

### 1.2 Research Problem

This study is conducted to answer the problems formulated in the following questions:

- 1. What are types of presupposition that used on Website of MakeOver beauty products advertisements?
- 2. What are functions of presupposition that used on Website of MakeOver beauty products advertisements?

# 1.3 Research Objective

- To find out types of presupposition used on Website of MakeOver beauty products advertisements.
- To find out functions of presupposition used on Website of MakeOver beauty products advertisements.

## 1.4 Significant of the Study

The findings of this research are supposed to give valuable contributions theoretically and practically. Theoretically, from this research are expected to be one of the sources in pragmatics studies particularly on the type of presupposition in advertisement especially in lipstick product and the function of presupposition. Practically, this study can help linguistics researchers, social media reviewers to examine a certain linguistic characteristic of some advertisements. Well, as it may also become a type and function of presupposition analysis for pragmatics studies learners. The result of this study hopefully gives advantage for advertiser who will create an advertisement in order to be better in their works.

## 1.5 Scope and Limitation

This analysis focuses on finding the types and the functions of presupposition in Lipstick products advertisements. The writer selected Lipstick products of MakeOver Cosmetic. The researcher took the data from slogan on picture which has been uploaded on official Website of MakeOver cosmetics where

is in the slogan of the picture contains presupposition. The products were lips products and face products.

## 1.6 Definition of Key Term

- **Pragmatic** is concerned with the study of meaning as communicated by a speaker (writer) and interpreted by a listener (reader). (Yule, 1996;3)
- **Presupposition** is something the speaker assume to be the case prior to making an utterance.( Yule, 1996;25)
- Advertising is a sales message directed at mass audiences that seeks through persuasion to sell goods, service or ideas on behalf of the paying sponsor. (Burke, 1980;6)
- MakeOveris a brand cosmetic from Indonesia.
- Website is simply site, is a collection of related web pages, including multimedia content, typically identified with a common domain name, and published on at least one web server. A website may be accessible via a public Internet Protocol (IP) network, such as the Internet, or a private local area network (LAN), by referencing a uniform resource locator (URL) that identifies the site.