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The last study of pragmatic can be seen from Diah (2013). She presented the analysis about presupposition in good advertisement slogan of The Jakarta Post. The result of her study is she found that the dominant type of presupposition applied in goods advertisement slogans is existential and the second one is lexical. So, at the completion of her research, the advertiser prefers to apply existential and lexical presumptions because they are considered to be the appropriate type of advertising slogan.