CHAPTER IV

FINDING AND DISCUSSION

This chapter is about finding and discussion of this thesis. It provides the answer of three researcher problems that have been presented in the first chapter.

4.1 Finding

In this section the researcher presents the analysis of presupposition in beauty product advertisement especially lips products and face products byMakeOver Cosmetic. In the types of presupposition, it is shown the percentage frequency from each of the type of presupposition in the form of tables. It is also followed by the screen shoot and the explanation of the sentence on Website. In the function of presupposition in advertisements show the example for each of the function of presupposition in the advertisement. It is also followed by tables and the explanations for each the functions of presuppositions in advertisements.

4.1.1 The types of Presupposition in MakeOver products

In this study, the writer finds three types of presupposition from six types of presupposition by Yule (1996). They are *Existential presupposition, Factive presupposition, Lexical presupposition*, this study the writer finds that a slogan can be more than one type of presupposition.

The following are the results of frequency and percentage from each of the types of presupposition in the form of a table. There are some explanations related on the table in detail below the table.

Table 4.1.1: The result of the types of presupposition

No	Type of	Lips	Face	Frequency	Percentage
	presupposition	product	product		
1.	Existential	9	11	20	58,81%
	presupposition	<u> </u>			
2.	Factive presupposition	1	0	1	2,95%
3.	Lexical	4	6	13	38,24%
	presupposition				
	TOTAL			34	100%
					Ž.

The table shows that existential presupposition is the highest type of presupposition in advertisements.

After showing total frequency and percentage of types of presupposition use in MakeOver's products advertisements, later on the researcher classifies and explains each slogan of lipstick product advertisements that contain presupposition.

4.1.1.1 Existential Presupposition

Existential presupposition is the assumption of the existence of the entities name by the speaker and more widely assumes the presence of existence of the statements in the utterances. Since all data has been analyzed by the writer, there are twenty slogan or 58,81% containing existential presuppositions. The twenty

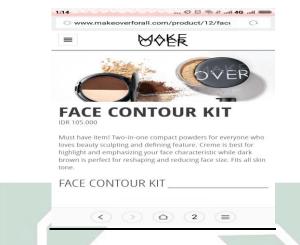
data from the slogan which contain existential presuppositions are from all data. So, all data of slogan of face and lips products advertisement containing of existential presupposition. The following is more explanation of the data 5, 7, 17, 18, 20.

Data from face product;

Data 5

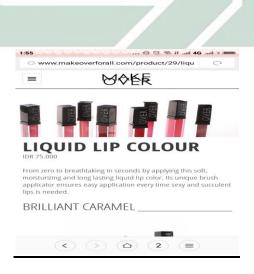


The data 5 above is a kind of face product of MakeOver brand. The presupposition when the readers read the slogan from the data, the reader directly makes presupposition that there is cosmetic by MakeOver brand, the cosmetic is Blush On with single color inside it. The slogan contains existential presupposition because through the slogan, the reader can see the existence of single color type of blush on by MakeOver brand.



Data 7 is a face product through the slogan "face contour kit", the readers directly makes a presupposition that there is cosmetic for face with function to contour the face and is presented in one place its by MakeOver brand. The slogan contains existential presupposition because by reading the slogan "face contour kit" the reader can see the existence of cosmetic with function to contour the face.

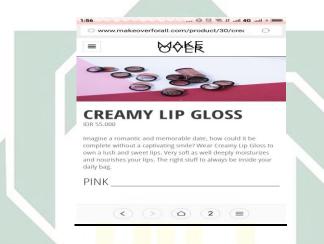
Data 17



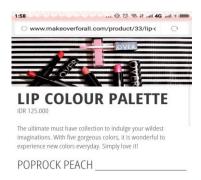
The data above is a lips product. The product that appeared in data 17 informs the shape of the product. By knowing the slogan "liquid lips color", the

readers can make the presupposition that there is a liquid lipstick from MakeOver brand. The data contains existential presupposition since by seeing the slogan, readers can see the existence of liquid lips that have many colors from MakeOver brand.

<u>Data 18</u>



Data 18 tells about a lip product that advertised by MakeOver. By applying this product, consumers own a lush and sweet lips. This product makes lips become very soft because it moisturizes and nourishes the lips. In data 18 contains existential presupposition because MakeOver advertises the product by showing that their product look creamy directly. By looking that advertisement, the readers or consumers can see that there is creamy lip gloss by MakeOver.





Data 20 also describe a lip product that has been advertised by MakeOver. The product named "Lip Colour Palettee", it provides five gorgeous colors so consumers have many colors to choose. Existential presupposition can be found in this data because MakeOver shows the product directly. So consumers can see that MakeOver provides a lip product named "Lip Colour Pallete" which is has five different colors.

4.1.1.2 Factive Presupposition

Factive presupposition is presupposition which appears from information delivered and expressed with word which show a fact or news which is absolutely true. Since all the data that have been analyzed by the writer, there is only a slogan that contains factive presupposition. That is from data 19.

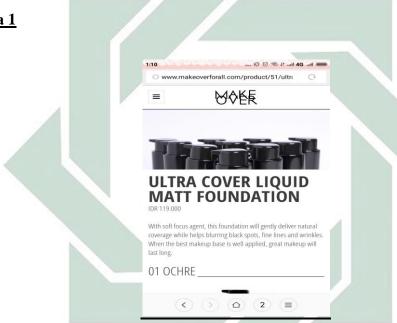


A lips product that contains in data 19 named "Lipbalm Lip Nutrition", the readers will make presupposition based on the fact that is appeared in the slogan. When the readers see the slogan "Lipbalm Lip Nutrition", the readers will make presupposition that this cosmetic certainly has advantages which compare with other cosmetics in general. The presupposition is supported by information that contain in the captions which is state that there are several advantages of this cosmetic but with a short description. The fact that shows containing nutrition also can be seen through the picture and caption that the product made by naturally with natural ingredients, so that can provide nutrition for your lips. The slogan contains factive presupposition because through the slogan, the readers can get real information or fact. This is supported by description in the caption and the picture shows something that natural on Website. The slogan is actually describing the many advantages of the cosmetic, but the advertiser summarize into an attractive slogan sentence.

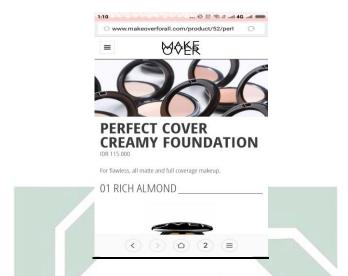
4.1.1.3 Lexical Presupposition

Lexical presupposition is the presupposition that is obtained through utterances which are interpreted through assertion in the utterances. Since all the data that have been analyzed by the writer, there are 13 slogan or 38,24%. The 13 data from the data which contain lexical presupposition are data no 1, 2, 3, 5, 6, 8, 9, 10, 11, 12, 13, 14, 19. The following is more explanation of the data 1, 2, 6, 12;

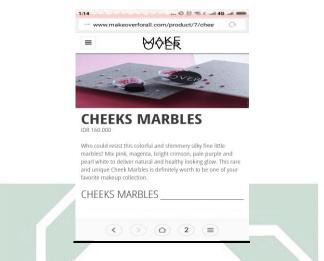
Data 1



Product that is shown in data 1 is a face product by MakeOver named "Ultra Cover Liquid Matt Foundation". This product provides some advantages for those who use it. By seeing slogan that has been used by MakeOver to advertise their product "Ultra Cover Liquid Matt Foundation", the readers or consumers may have presupposition that this product is best to cover some problem face such as wrinkles by seeing that the slogan. Since there is the word "ultra" that also can be interpreted this product is good in covering.



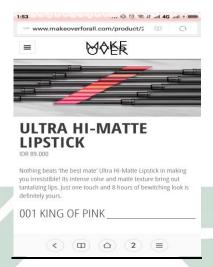
There is a face product named "Perfect Cover Creamy Foundation" by MakeOver in data 2. This product is provided to complete the applying of "Ultra Cover Matt Liquid Foundation". So, if the readers or consumers want to get perfect look, they have to apply this product after the previous one. They will have presupposition that this product is good for making perfect coverage because there is the word "perfect cover" which can be understood that this product is good in makeup finishing and long lasting.



A face product in data 6 is a blush on product by MakeOver named "Cheeks Marbles". This blush on contains five colors; mix pink, magenta, bright crimson, pale purple and pearl white. This product can make natural and healthy looking glow. When the readers or consumers pay attention to the slogan, they may have presupposition that this product has some different color since MakeOver puts the word "Marbles" which is can be said that the product contain some small balls with different color.



Data 12 provides a face product name "Hydration Serum" by MakeOver. This product is designed to prepare the skin for make up by giving instant brightening and lightening effect. This product also help to create perfectly adheres make up. By looking at the slogan, the readers and consumers can have presupposition that this product can make the skin become moist since there is the word "hydration" which is can be interpreted that this product contains water-based formula.



The product that is displayed in data 12 is a lip product by MakeOver named "Ultra Hi-Matte Lipstick". This product gives some advantages for people who use it such as intense color and matte texture. This product can be long lasting for 8 hours. The readers or consumers can have presupposition that this lipstick can be long lasting by seeing the slogan "Ultra Hi-Matte Lipstick". There is the word "Hi-Matte" which is mean that this product is long lasting.

After analyze the whole slogan and find three of six types of presupposition, the writer concludes that the existential presupposition type is the type which is most often used by the advertiser (MakeOver) in the cosmetic product advertisement on website. The advertiser is not interested in using counterfactual presuppositions, non factive presupposition and structural presupposition because the advertiser is worry that their advertisement that will be published became ambiguous and not understood by the reader and public lies occurred it may cause the product lost in competitions.

4.1.2 The Function of presupposition in advertisement

Based on Lam (2009) state that are three functions of presupposition in advertisement, and the researcher found in MakeOver beauty product advertisement also has three function The functions are presented in implicit competition, causing readers to consider the existence of the product or services and making the advertisement short and memorable.

Table 4.1.2 the result of the functions of presupposition in advertisements

Number of	Implicit	Causing reader	Making the
captions	competition (1)	with the existence	advertisement
	/ <u> </u>	of the product or	short and
		service (2)	memorable (3)
1.	1		
2.	V	V	
3.	1	1	
4.		V	
5.			V
6.			V
7.		V	
8.		V	
9.			V
10.		V	
11.		V	

12.	V		
13.		V	
14.	V		
15.		V	V
16	V	V	
17.		V	V
18.		V	V
19.		V	
20.		V	

4.1.2.1 Implicit competition

It is one of the functions of presupposition in the advertisement that is often used in advertising discourse and important function of presupposition. It makes the comparative advertisement and most importantly to avoid breaking the law. From the data above the researcher finds 6 slogans that contain implicit competition. In data 2 from face product by MakeOver with slogan "perfect cover creamy foundation" is the example from the data which contain implicit competition.

The slogan contains implicit competition because through the slogans, the advertisers try to thrust advantage if the readers buy this product. The advantage of this product is to make perfect cover of makeup to cover up the face problems of consumer. The reader will make presupposition that application of foundation by Makeover product is not owned by general foundation from another brand

because other brand usually has foundation that not perfect application like this product.

4.1.2.2. Causing readers to consider the existence of the product or services

Causing readers to consider the existence of the product or services is the one of functions of presupposition in advertisements. It may cause "the reader to consider the existence of objects, prepositions, and culturally defined behavioral properties (Sells and Gonzeles, 2002). From the data the researcher finds 15 slogans that contain causing readers to consider the existence of the products or services. In data 4 "silky smooth translucent powder" it is the example from the data that contain causing readers to consider the existence of the products of services.

Through the slogan the advertisers create the readers about who will disguised of face problems that realize the readers will like this product. The readers will make presupposition that if the readers have this powder the readers can easily to disguise of face problems.

From all of the data which have been analyzed, the writer finds that the cause of the readers to consider the existence of the product or services is the high function that often occur because to make the product arouse and to be informative, it takes a function that can provide information that makes consumers like their products. Function requires deal with causes the readers to consider the existence of the product or services function.

4.1.2.3 Making the advertisement short and memorable

Further function of applying the presupposition in advertising is to make sure the advertisements conveys the message in a way that is short and easy to remember. By using presupposition, information can be shared between the reader and advertiser without explanation or a need for convincing (Nilsen, 1994). From the data the researcher finds 5 slogans that contain Making the advertisement short and memorable function. In data 15 from lips product "Glitter Lipstick" is the example from Making the advertisement short and memorable function.

The slogan is very short and very easy to remember. Through the very short slogan, the advertisers also try to inform the products with the short explanation. Although the slogan is short, but from the slogan the readers can directly know about the product. The reader will make presupposition that the product of lips in data 15 has sparkle color.

Since all data which have been analyzed by the writer, the writer found that data there are 7 slogans that contain two function of presupposition in advertisement that is data number 1, 2, 3, 15, 16, 17, 18. There are more explanations about data 16.

In data 16 which the slogan is "intense matte lip cream" contain two of function of presupposition in advertisement that is implicit competition and causing readers to consider the existence of the products or services. Through the data 16 contain implicit competition because the advertisers try to thrust advantage of the product. The advantage of the product will be not easy to lost because is it intense matte product. The reader will make presupposition that

application of this lips cream by Makeover product is not owned by general lips cream from another brand because other brand usually has lips cream that not intense matte like this product.

The data 16 also has causing readers to consider the existence of the products or services because through the slogan the readers can know about the service of the product. The product will give the costumer long last lips.

From the analysis of the caption which is based on the type and function of presupposition in the advertisement, the writer concludes that the *existential presupposition* is the type of presupposition that is most often used by the advertisers. In terms of the functions of presuppositions in advertisement, *causing reader to consider the existence of the service* is the function which is most frequently used.

4.2 Discussion

Advertisements that object can contain of presupposition. Captions utterances have been shown in MakeOver's Website product is interested to be discussed and analyzed because the utterances break some rules of presupposition. Slogans on Website presuppose thirty four of presupposition. Those thirty four slogan utterances are consist existential presupposition, factive presupposition and lexical presupposition. There are twenty slogans that contain existential presupposition, a caption of factive presupposition, thirteen of Lexical presupposition. From the result of the research, the writer concludes that the existential presupposition is the type which is most often used by the advertiser in beauty product competition through advertising captions on Website. The

advertiser is not interested in using counterfactual presupposition and Non factive presupposition because the advertisers are fearful if their advertisement slogan become ambiguous or biased and are not understood by the readers so that their products lost in competition. In terms of the function of presuppositions in advertisement, from the data the writer find all function that are implicit competition, causing readers to consider the existence of the product or services and making the advertisement short and memorable. Since the data will analyzed the researcher found *causing readers to consider the existence of the product or services* is the function which is most frequently used. The result of the analysis is in accordance whit what is expected by the writer because the writer can find the type and function of presupposition in advertisements which are the most dominant among the people of Indonesia of this time. Unfortunately, in this research the writer only finds three functions of presupposition.

In this study, the researcher uses some previous studies as a reference to make this thesis for example First, Ricco and Hafidz (2012) they presented the analysis of presupposition used in novel Harry potter and deathly hallows by J K Rowling. The researcher took 50 samples of data to see what forms of difference emerged. In the 50 samples the author found 5 of 6 presupposition types; Existential presupposition, Factive presupposition, Lexical presupposition, Structural presupposition, Conterfactual presupposition. Then the authors get the findings that the form or type of presupposition that often appear and used in the novel is the type of Structural Presupposition. However this research is less

explanation and discussion. There is no clear explanation about non- factive presupposition because in the data there is no about it.

The second is Yunita (2009). Her research aims to find out the presupposition in the play three sisters drama by Anton Chekhov. In her research to classify the type of assumption she used the theory of presupposition stated by Kartunen (in Levinson's book: 1983). In this case is very different from this study which uses the Yule theory.

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.

From those previous studies above and this research, the researcher hopes this present research will give many contributions for our knowledge in understanding pragmatic study especially in presupposition. Then, the researcher also hopes the readers are able to understand well about presupposition. The reader may be able to avoid presupposition in daily conversation after read this research.