

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

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.