ABSTRACT

Puspitasari, Nita, 2015. Presuppositions in Mobile Phone Advertisement. English Department, Faculty of Letters and Humanities. The State Islamic University of Sunan Ampel Surabaya.
The Advisor : Prof. Dr. Zuliati Rohmah, M. Pd.
Key Words : Pragmatics, Presuppositions, Advertisements

The present study aims to describe the types of presuppositions contained in mobile phone advertisement and to describe the functions of presuppositions contained in mobile phone advertisement. In this analysis, the writer uses the theory of Yule about presuppositions in 1996. The research method used is the descriptive research method because the writer will describe and interpret a phenomenon about presuppositions. From the analysis that has been conducted by the writer on the type of presuppositions and the function of presuppositions in advertisement, the writer found 30 presuppositions of all types presuppositions: 8 *existential pressupposition* or 26.6%, 7 *factive pressupposition*, or 23.33%, 12 *lexical presupposition* or 40%, 3 *structural pressupposition* or 10%.

Concerning the function of presuppositions in advertisements, the writer found 16 advertisements which containing *implicit competition's* function, 4 advertisements containing *causing readers to consider the existence of the products or service's* function and 16 advertisements containing *making the advertisement short and memorable*'s function. The writer hopes that the future researchers who are interested in studying pragmatics to make other pragmatic analysis of the data in this research such as speech acts, entailments, deixis or implicatures. It is also suggested for those who are interested to observe presuppositions to explore more about presuppositions in another sentence or text.

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

INTISARI

Puspitasari, Nita, 2015. Presuppositions in Mobile Phone Advertisement. English Department, Faculty of Letters and Humanities. The State Islamic University of Sunan Ampel Surabaya.
The Advisor : Prof. Dr. Zuliati Rohmah, M. Pd.
Key Words : Pragmatics, Presuppositions, Advertisements

Penelitian ini bertujuan untuk mendeskripsikan jenis presuppositions yang terkandung dalam iklan ponsel dan untuk mendeskripsikan fungsi dari presuppositions yang terkandung dalam iklan ponsel terutama di brosur. Dalam analisis ini, penulis menggunakan teori Yule tentang presuppositions pada tahun 1996. Metode penelitian yang digunakan adalah metode penelitian deskriptif karena penulis akan menjelaskan dan menafsirkan fenomena tentang presupposition. Dari analisis yang telah dilakukan oleh penulis pada jenis presuppositions dan fungsi presuppositions dalam iklan, penulis menemukan 30 jenis presuppositions dari semua jenis presuppositions: 8 *eksistential presupposition* atau 26,6%, 7 *factive presupposition* atau 23,33%, 12 *lexical presupposition* atau 40%, 3 *structural presupposition* atau 10%.

Mengenai fungsi presuppositions dalam iklan, penulis menemukan 16 iklan yang mengandung *implicit competition*, 4 iklan yang mengandung *causing readers to consider the existence of the products or services* dan 16 iklan yang mengandung *making the advertisement short and memorable*. Penulis berharap bahwa peneliti selanjutnya yang tertarik untuk mempelajari pragmatik untuk membuat analisis pragmatik lain seperti speech act, entailments, deixis atau implicature. Hal ini juga disarankan bagi mereka yang tertarik untuk mengamati presuppositions untuk mengeksplorasi lebih lanjut tentang presuppositions dalam kalimat atau teks lain.

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id