

Through the slogan, the readers make a presupposition that the foods and drinks contain different elements of another. If the readers want to know how the taste of foods and drinks in KFC that differentiate to others, the readers have to buy it so that the readers can feel the foods and drinks that kept secret recipe. Presuppositions also help to shorten the message.

2.6. Relevant Theory

In this study, the writer uses the theory of Yule to answer the problems of the study about the types of presupposition because the writer felt Yule's theory is more easily understood than others theory. Based on Yule (1996: 133) said that a presupposition is something the speaker assumes to be the case prior to making an utterance. Yule explains how people can describe the thought process in the analysis of some aspects of the meaning of the unseen and how listeners can catch other information besides their interpretation. Yule also defines types of presuppositions into six. The presuppositions are existential presupposition, factive presupposition, lexical presupposition, structural presupposition, non-factive presupposition and counterfactual presupposition.

After reading about the types of presuppositions by Yule's theory, the writer getting sure to using this theory because Yule describes the type of presuppositions in a way simpler than other experts and easier to understand with examples and clear explanations.