

Table 2.2: Classifying functions

No	Functions of Presupposition in Advertisement	Number of Brochure
1	Implicit competition	1,4,5, ...
2	Causing readers to consider the existence of the products or service	5, 10, ...
3	Making the advertisements short and memorable	1, ...

3. Explained

After the writer identified and classified the type and functions of presuppositions, the next step is the writer explained the results of the identification and classification by using the table and explained the type and functions of presuppositions in depth so that the readers can understand. The writer also gives photo evidence of brochures so that the readers can see how the picture of mobile phone advertisement slogan.

The following is an example of the table about the result of the types of presupposition and how the writer explaining the data that has been analyzed. In determining the results of the type of presuppositions based percentage, the writer using the formula:

$$\frac{\text{Frequency}}{\text{Total frequency}} \times \text{Total percentage} = \text{Result}$$

$$\frac{8}{30} \times 100\% = 26,67\%$$

Table 3.1: The result of the types of presupposition

No	Types of Presupposition	Frequency	Percentage
1.	Existential presupposition	8	26,67%
2-6			
Total		30	100%

