#### **CHAPTER IV**

#### FINDINGS AND DISCUSSIONS

This chapter deals with the description of types of presupposition and functions of presupposition in advertisements, finding of the research and discussion of the finding. This chapter discussed about the result of the research.

#### 4.1 Findings

The findings presented in this chapter about the types of presupposition and the functions of presupposition in advertisements. In the types of presupposition show the frequency and percentage from each of the types of presuppositions in the form of tables. It is also followed by the picture of the brochure and the explanation from each of the types of presupposition. In the function of presupposition in advertisements show the example for each of the functions of presupposition in the advertisement. It is also followed by tables and the explanation for each of the functions of presupposition in advertisements.

## 4.1.1 The Types of Presupposition in Mobile Phone Advertisements

In this study, the writer only found four types of six types of presuppositions. They are *existential presupposition*, *factive presupposition*, *lexical presupposition and structural presupposition*. In this study, the writer found that a slogan can contain more than one type of presuppositions.

The following are the results of frequency and percentage from each of the types of presupposition in the form of a table. Under the table is described explanations related to the tables in detail.

Table 4.1.1: The result of the types of presupposition

No	Types of Presupposition	Frequency	Percentage
1.	Existential presupposition	8	26,67%
2.	Factive presupposition	7	23,33%
3.	Lexical presupposition	12	40%
4.	Structural presupposition	3	10%
5.	Non factive presupposition	0	0%
6.	Counterfactual presupposition	0	0%
Total		30	100%

## 4.1.1.1. Existential Presupposition

Existential presupposition is presupposition which does not only assume the existence of something in the sentences that show ownership, but also more widely assume the presence of existence of the statement in the utterances. Since all data that have been analyzed by the writer, there are eight slogans or 26.67% containing existential presuppositions. The eight data from the slogan which contain existential presuppositions are data no 2, 4, 7, 8, 13, 16, 19 and 21. The following is a more detailed explanation of the data no 13, 16 and 19.



Data no 13 Data no 16 Data no 19

The presupposition is when the readers read the slogan from data no 13, the readers directly makes a presupposition that there is a smartphone with HUAWEI's brand with a very unique type that is Honor, just Honor. The slogan is directly to the point on the type used. The presupposition is supported by the picture in the brochure which shows the white smartphone with the type of Honor under the camera. The slogan contains existential presuppositions because through the slogan, the readers can see the existence of a smartphone with Honor's type only on smartphone with HUAWEI's brand but the slogan is very simple and looks flat. It is different with the slogan of the data no 16 which looks more attractive.

Through the slogan "Big Screen" in data no 16, the readers directly makes a presupposition that there is a smartphone with big screen. The smartphone is LG L80. The presupposition arises because of the pictures in the brochure shows two smartphones with big screens. The slogan contains existential presuppositions because through the slogan "Big Screen", the readers can see the existence of a smartphone with a big screen.

An advertisement that is packed with interesting slogans to attract the reader's interest is also performed by the data no 19. Through this slogan, the readers directly make presuppositions that there is a smartphone with a mini size when compared to other smartphone in general. The slogan "Mini in Size" already represent the existence or characteristic of a smartphone with the Oppo N1 Mini's brand. The slogan contains existential presuppositions because through the slogan

"Mini in Size", the readers can see the existence which delivered through the word "mini" in the slogan with the word "mini" which listed in Oppo's type.

So the data no 13, 16 and 19 is including the existential presupposition's type because the slogan shows the existence of a smartphone which can be seen clearly by the readers through the slogan.

### 4.1.1.2. Factive Presupposition

Factive presupposition is presupposition which appears from information delivered and expressed with words which show a fact or news which is absolutely true. Since all data that have been analyzed by the writer, there are seven slogans or 23,33% containing factive presuppositions. The seven data from the slogan which contain factive presuppositions are data no 3, 4, 9, 12, 14, 18 and 20. The following is a more detailed explanation of the data no 9, 12 and 18.





Data no 9 Data no 12 Data no 18

The presupposition is when the readers read the slogan from data no 9, the readers will make presuppositions in accordance with the facts in the slogan.

When the readers read the slogan "The Supertablet", the readers will make presuppositions that this smartphone certainly has advantages which super compared with other smartphone in general. The presuppositions supported by information contained in the brochure which states that there are several advantages of this Smartphone but with a short description is super amoled, super thin and super light. The fact can also be seen through the picture in the brochure show the side which looks very thin, front side with a very sharp color and the backside with elegant Bronze Titanium color. The slogan contains factive presuppositions because through the slogan, the readers get real information or facts. This is supported by the description and the picture in the brochure. The slogan is actually describing the many advantages of this smartphone, but the advertisers summarize into an attractive slogan sentence.

Model slogan as above was also performed by the data no 12. Through this slogan, the readers will make presuppositions in accordance with the facts in the slogan. The readers will make presuppositions which show the response agreed with the statement in the slogan. The readers will make presuppositions that the sentence in the slogan "Live once. Live Life" refers to the information contained in the brochure such as live large, chic live, live smart, live power +, live simple and live me. The readers can read the information located under the slogan. The readers can know that there are so many advantages of this smartphone in the form of the facts which are described in the brochure.

The data no 18 is different from the two slogans above because this slogan directly to the point about one of the advantages of the features of this

smartphone. Through this slogan, the readers will make presuppositions in accordance with the facts in the slogan. The readers will make presuppositions that this smartphone is definitely equipped with HotKnot Screen Technology Transfer's features so that it is easier for users to transfer files. The readers can directly catch the fact because the slogan has been directly mentioning the flagship feature in the form of slogans. The presupposition is supported by information contained in the brochure which states that smartphone users can share any file simply by attaching the screen to the recipient's phone screen. It is also supported by pictures in the brochure show two people that put two smartphones that are adjacent to send files. The slogan contains factive presuppositions because through the slogan "Super Phone", the readers get real information or facts. This is supported by the description on the brochure.

So the data no 9, 12 and 18 is including the factive presupposition's type because the slogan shows facts about the sophistication of smartphones that are offered to the readers.

#### **4.1.1.3** Lexical Presupposition

Lexical presupposition is the presupposition obtained through utterances which are interpreted through assertion in the utterances. Since all data that have been analyzed by the writer, there are twelve slogans or 40% containing lexical presuppositions. The twelve data from the slogan which contain lexical presuppositions are data no 1, 6, 8, 9, 11, 12, 14, 16, 17, 19, 20 and 21. The following is a more detailed explanation of the data no 17, 20 and 21.







Data no 17 Data no 20 Data no 21

The slogan from the data no 17 does look simple, but the slogan contains implicit meaning. Through this slogan, the readers will begin to make presuppositions with the word "play" of slogan "power to play". The word "play" in the slogan refers to the advantages of this smartphone in playing the game and playing the music. The slogan contains a lexical presupposition because through the slogan, the readers are wondering about the meaning of the slogan and finally make presuppositions.

The slogan from the data no 20 focused on the slogan "High Performance" which contains the implicit meaning because the readers will begin to make presuppositions that this smartphone will be very suitable for the high-performance because the smartphone is equipped with a dual SIM, offline maps and even Microsoft Office. All these advantages remain wrapped with beautiful design with cheerful colors such as the picture shown in the brochure. The slogan contains a lexical presupposition because through the slogan "High Performance",

the readers are wondering about the meaning of the slogan and finally make presuppositions.

The slogan from the data no 21 is almost the same as the slogan above is only focused on the slogan "Experience the Best of Sony" which contains the implicit meaning which quite complicated because the readers does not directly understand the intent which tries to be delivered through slogan. The readers will start to make presuppositions of the phrase "Experience the Best of Sony", the intent of the sentence is the experience of having smartphone with the best features from Sony then the phrase "in a smartphone" is all the best features only available in this smartphone. The slogan contains a lexical presupposition because through the slogan, the readers are wondering about the meaning of the slogan and finally make presuppositions.

So the data no 17, 20 and 21 is including the lexical presupposition's type because the slogan containing implied intent which trying delivered by the advertisers and cannot be captured directly by the readers.

#### **4.1.1.4. Structural Presupposition**

Structural presupposition is a presupposition which is expressed through utterances that the structure is clear and can be directly understood without looking at the use of words. From all the data that have been analyzed by the writer, there are three slogans or 10% containing structural presuppositions. The three data from the slogan is containing structural presuppositions are data no 5, 10 and 15. The following is a more detailed explanation of the data no 10 and 15.





Data no 10 Data no 15

The readers will make presuppositions from the slogan no 10 that this smartphone will be very suitable for the high-performance because the smartphone is equipped with a dual SIM, offline maps and even Microsoft Office. All these advantages remain wrapped with beautiful design with cheerful colors such as the picture shown in the brochure. Through this slogan, the advertisers directly promote three types of this smartphone. The smartphone types are Zenfone 4, Zenfone 5 and Zenfone 6.

Obviously that slogan above is different from the slogan of the data no 15 but both contain structural presupposition's type. This slogan contains structural presupposition type because the word "does your phone camera have a night life?" is interrogative sentence which expressed utterance which structure is clear and can be directly understood. The presupposition of the readers supported by the picture in the brochure that the picture shows the result of the camera. The phone is certainly has a sophisticated camera and great for photographing at night even in the dark.

So the data no 10 and 15 is including the structural presupposition's type because both are interrogative sentence in accordance with the characteristic of

structural presupposition's type. After analyzing the whole slogan and found four types of six types of presuppositions, the writer concludes that the lexical presupposition's type is the type which most often used by the advertisers in the gadget competition through advertising slogan in a brochure. The advertisers are not interested in using non factive presuppositions and counterfactual presuppositions because the advertisers fear if their advertising slogan became ambiguous or biased and not understood by the readers so that their product lost in competition.

#### 4.1.2. The Functions of Presupposition in Mobile Phone Advertisements

In this study, there are three functions of presupposition in advertisements. The functions are presenting implicit competition, causing readers to consider the existence of the products or service and making the advertisement short and memorable.

Table 4.1.2: The result of the functions of presupposition in advertisement

Number of	Implicit	<b>Causing Readers</b>	Making the
Brochure	Competition (1)	to Consider the Existence of the Products or Service (2)	Advertisement Short and Memorable (3)
1	✓		✓
2			✓
3			✓
4	✓		
5	✓	✓	✓
6	✓		✓
7	✓		✓
8	✓		
9	✓		✓
10		✓	✓
11	✓		✓

12	✓		✓
13			✓
14	✓	✓	✓
15	✓	✓	
16	✓		✓
17	✓		✓
18			✓
19	✓		
20	✓		✓
21	<b>√</b>		
Total	16	4	16

## 4.1.2.1. Implicit Competition

Implicit competition is one of the functions of presupposition in the advertisement which is often used in advertising discourse and an important function of it is to make comparative advertising and most importantly to avoid breaking the law. Nokia Lumia 1020's advertisement with slogan "Stunning 41 Megapixel Camera" is the example of the data which contain presupposition that implicit competition.

The slogan contains implicit competition because through slogans, the advertisers try to thrust advantage if the readers buy this smartphone. The advantage is in the form of sophistication of the camera up to 41 megapixels that makes the pictures look very nice and clear like a result of D-SLR cameras. The readers will make presuppositions that the sophistication of Nokia Lumia 1020's camera is not owned by smartphone in general because other smartphones are usually equipped with a camera 2-8 megapixels.

# 4.1.2.2. Causing Readers to Consider the Existence of the Products or Services

Causing readers to consider the existence of the products or service is one of the functions of presupposition in the advertisement. It may cause "the readers to consider the existence of objects, propositions and culturally defined behavioral properties" (Sells and Gonzalez, 2002). Samsung Galaxy Note 4's advertisement which slogan "Do You Note?" is the example of the data which contain presupposition that cause readers to consider the existence of the products or service.

Through the slogan, the advertisers create the readers who like to make notes or make design realize that readers will desperately need this smartphone to support its performance. The readers will make presuppositions that if the reader has this smartphone, the readers are busy with their daily activities and often make important notes such as schedules, plans or design, etc. no longer need to carry a notebook wherever they go. This sophisticated smartphone will greatly help the performance the users. Through this smartphone, the readers can write notes, edit, make a design and even can directly share with social media.

#### 4.1.2.3. Making the Advertisement Short and Memorable

Making the advertisement short and memorable is a further function of applying presupposition in the advertisement is to make sure an advertisement delivers the message in a short and memorable way. I Phone 5s's advertisement which slogan "Forward Thinking" is the example of the data which contain presupposition that makes the advertisement short and memorable.

This slogan is very short and very easy to remember. Through the very short slogan, the readers will directly remember the previous presuppositions that this smartphone is already one step ahead than other smartphone because this smartphone presents sophistication earlier before other smartphones.

Since all data which have been analyzed by the writer, the writer found that the data no 5 is Samsung Galaxy Note 4 which slogan "Do You Note?" and no 14 is ASUS Padfone S which slogan "It's a Super Phone!" contain all the functions of presuppositions in the advertisement. The functions are implicit competition, causing readers to consider the existence of the products or service and making the advertisement short and memorable.



Data no 5 Data no 14

Data no 5 and data no 14 which contain three functions of presupposition in the advertisement. The first function is implicit competition because through the slogan from data no 5, the advertisers try to thrust advantage of this smartphone which is equipped with S-pen. The function of the S-pen is to facilitate the user in performing daily activities such as notes, design and the other, just like the function of books and pens. The advantages are rarely owned by most other smartphone. The readers will make the presuppositions that this

Smartphone definitely very suitable for users who like to express through writing or drawing, whereas the slogan from data no 14 contains an implicit competition because through the slogan, the advertiser is trying to convince the readers that this smartphone has many super advantages which will spoil users such as super fast, super vivid, super speed and so on. The readers will make presuppositions that these advantages is the fact because through sentence on the slogan, the advertisers use the exclamation mark (!) to make sure the readers. These advantages may not be found in other smartphone.

The second function is causing readers to consider the existence of the product or service. Through the slogan from data no 5, the advertisers make the readers who like to note realized that the readers need this smartphone to support its performance. The readers will make presuppositions that if the reader has this smartphone, the readers who want to make an important note like schedules, plans or make design, etc. The readers do not need to carry a notebook everywhere. The readers just enough to bring this sophisticated smartphone to accompany the daily activities, the readers can write, edit and draw even can directly share with social media. The readers will realize that this smartphone will definitely be very helpful whereas affirmation of the sentence on the slogan from data no 14 makes the readers aware of the fact that this smartphone is super. The readers will make presuppositions that if the readers want to feel all the advantages offered by the super smartphone, the readers should buy this smartphone.

The third function is making the advertisement short and memorable. The slogan from data no 5 is easy to remember because of the short sentence. When

the readers read "Dou You Note?", The readers will remember the previous presuppositions that the smartphone is equipped with S-pen whose function is similar with the books and pens, but the performance of this smartphone is much more sophisticated and will greatly help the user in daily activities whereas the slogan from data no 14 is quite easy to remember because of the sentence is quite short. When the readers read "It's a Super Phone!", the readers will remember the previous presuppositions about the exclamation mark (!) In a sentence which makes the readers believe that the super advantages offered by this smartphone is a fact.

In this study it was found that the data no 15 is ASUS Zenfone with Intel Inside which slogan "Does Your Phone Camera Have a Night Life?" contain two functions of presuppositions in the advertisement. The functions are implicit competition and causing readers to consider the existence of the products or service.



Data no 15

The first function is implicit competition. The slogan from data no 15 contains an implicit competition because through the slogan, the advertisers try to satirize the readers through the slogan. The advertisers try to convey the message

that this smartphone has a very sophisticated camera and great for photographing at night even in the dark. It makes the readers make presuppositions by comparing the sophistication of this smartphone's camera with cameras from other smartphone. The second function is causing readers to consider the existence of the products or services. Through the slogan from data no 15, the readers will realize about the sophistication of the camera of this smartphone when compared to cameras from other smartphone in general because the information in the brochure explains that the smartphone is equipped with 18 Special Camera Modes which make the images from these cameras become more bright and high quality. The readers will make presuppositions that for the readers who like to capture every important moment which might occur at night do not worry anymore that the images will be dark and unclear.

In this study it was found that the data no 1, 6, 7, 9, 11, 12, 16, 17 and 20 contain two functions of presuppositions in the advertisement. The functions are implicit competition and making the advertisement short and memorable. From all the data, the writer will explain in detail about data no 1 is hTc One which slogan "Feel it" and data no 6 is Lenovo S850 which slogan "Stay in Style" which contain two functions of presupposition.





Data no 1

Data no 6

The first function is implicit competition. The slogan from data no 1 contain implicit competition because through slogans, the advertisers implicitly asks the readers to feel for yourself the difference of this smartphone when compared with other smartphone. The difference is in terms of excellence in design and technology. The readers will make the presupposition that the readers should buy it if the readers wants to feel the advantages whereas the slogan from data no 6 contain implicit competition because through slogans, the advertiser implicitly asks the readers to make presuppositions that smartphone which produced by Lenovo will always maintain and prioritize a stylish design in every their product. This is very different from other smartphone in a stylish design because mostly the stylish design of other smartphone is sometimes good sometimes bad.

The second function is making the advertisements short and memorable. The slogan from data no 1 is very easy to remember because it is very short, especially the readers were wondering about the implicit intent of the slogan. When the readers read the slogan "Feel it", the readers will directly remember presuppositions that the readers should buy it to "feel" the advantages of this smartphone both when held or be applied whereas the slogan from data no 6 is easy to remember because the slogan is short. When the readers read the slogan "Stay in Style", the readers will directly remember presupposition that the intent of the slogan "Stay in Style" is a smartphone with Lenovo's brand will always maintain the style in every product.

In this study it was found that the data no 10 is ASUS Zenfone which slogan "Which One are You?" contain two functions of presuppositions in the advertisement. The functions are causing readers to consider the existence of the products or service and making the advertisements short and memorable.



Data no 10

The first function is causing readers to consider the existence of the products or service. Through the slogan from data no 10, the readers will make presuppositions that for the readers who have this smartphone with a certain type as in the image shown in the brochure will be aware of one of the type in the image which is the same type of smartphone as belonging to the readers. While for the readers who does not have one of the types of smartphone will consider buying one of the types of smartphone. The second function is making the advertisement short and memorable. The slogan from data no 10 is quite easy to remember because the slogan is quite short. When reading "Which One are You?", The readers will remember the previous presuppositions which make the readers which has one of these smartphone or not, became aware of the existence of this smartphone.

In this study it was found that the data no 4, 8, 19 and 21 contain one function of presuppositions in the advertisement. The function is implicit competition. From all the data, the writer will explain in detail about data no 4 is Smartfren Andromax G2 which slogan "Chat and Share with Smartfren Andromax" and data no 8 is Sony Xperia SP which slogan "Experience the Brilliance of Sony inside and out".



Data no 4 Data no 8

Data no 4 and 8 contain one function of presupposition is implicit competition. The slogan from data no 4 contains the implicit competition because through a slogan, the advertisers try to offer to the readers who like to chat and share via social media that would be very nice if the readers has this smartphone when compared to using other smartphone because this smartphone equipped with a touch screen and qwerty keyboard which will facilitate the users who like to chat and share whereas the slogan from data no 8 contains the implicit competition because through slogan, the readers will make presuppositions that this smartphone will be presenting a brilliant experience both inside and outside. The readers will find out how the experience inside and outside is meant by the

advertisers through slogans. Other smartphone usually just stand in one like on the outside only (design) or inside only (features and sophistication).

In this study it was found that the data no 2, 3, 13 and 18 contain one function of presuppositions in the advertisement. The function is making the advertisement short and memorable. From all the data, the writer will explain in detail about data no 2 is Acer Liquid Jade which slogan "Stylishly Slim" and data no 3 is EVERCOSS AT1A which slogan "Fast and Powerful".



Data no 2

Data no 3

Data no 2 and data no 3 contain one function of presupposition is making the advertisement short and memorable. The slogan from data no 2 is very memorable by the readers because the slogan is very short. When the readers read the slogan, the readers will directly remember the previous presuppositions that the design of this smartphone is very stylish and also very slim because it has 7,5mm thinness. After analyzing data no 2, the writer continuing to analyze data no 3 whereas the slogan from data no 3 is memorable by the readers because the slogan is short. When the readers read the slogan "fast and powerful", the readers will easily remember the previous presuppositions about the main advantages of this smartphone. The readers will remember that the word "fast" in the slogan

refers to the speed in browsing and accessing data while the word "powerful" in the slogan refers to the memory and battery strength.

So after analyzing the whole slogan, the writer found 16 slogan which containing *implicit competition's* function, 4 slogan containing *causing readers to* consider the existence of the products or services's function and 16 slogans containing *making the advertisement short and memorable's* function.

From the analysis of the slogan which is based on the type and function of presuppositions in the advertisement, the writer concludes that the *lexical presupposition* is type of presuppositions is most often used by the advertisers. While in terms of the functions of presuppositions in advertisement, *implicit competition* and *making the advertisement short and memorable* is the function which most frequently used.

#### 4.2 Discussions

Phenomenon of using presupposition often happens because there are a lot of researchers that is doing research on presupposition but with a different topic and focus. Most of the research talks about meaning and type of presuppositions that are used in a variety of media such as religious Islamic text, food advertisements and so on. The current research focuses on presuppositions of slogan in mobile phone advertisements, especially in brochure because the writer noticed that lately the competition gadget increasingly prevalent. The cases like that made the writer are interested in analyzing the slogan of a variety of mobile phone advertising to know what kind of presuppositions are often used to compete. The writer chose the brochure as a research object because during the

writers reads references about presuppositions, the writer still has not found the presuppositions which use mobile phone advertisements especially brochure as research object. In this study, the writer analyzes all types of presupposition which contained in the advertisement slogans based on Yule's theory. The writer also describes the function of presupposition in advertising in accordance with the slogan in a mobile phone advertisement.

After analyzing the whole slogan, the writer found four types of six types of presuppositions by Yule (1996). The four types of presupposition are existential presupposition, factive presupposition, lexical presupposition and structural presupposition. From the result of the research, the writer concluded that the lexical presupposition is the type which is most often used by the advertisers in the gadget competition through advertising slogan in a brochure. The advertisers are not interested in using non factive presuppositions and counterfactual presuppositions because the advertisers are fearful if their advertising slogan became ambiguous or biased and not understood by the readers so that their products lost in competition. In terms of the functions of presuppositions in advertisement, implicit competition and making advertisement short and memorable is the function which is most frequently used. The results of the analysis are in accordance with what is expected by the writer because the writer can find the type and function of presuppositions in advertisements which are the most dominant among the people of Indonesia at this time. Unfortunately, in this research the writer only found four functions of presuppositions.

In this study, the writer uses some previous studies as a reference to make a thesis. For example the previous studies from Simons (2010), Simons (2003), Khaleel (2010), Chemla and Bolt (2011), Ahmed (2011), Hashim (2014), Lam (2009) and Dewi (2015) which has been described by the writer in background of the study so that this is discussed about the result of the research. From the results of several research above, the writer find that the result of some research is different with the results of research conducted by the writer such as the research conducted by Ahmed (2011) which the result describe the differences among pragmatics inferences of deixis, implicature, speech acts and presupposition as if they were one inference. The next is the research conducted by Chemla and Bolt (2011) which the results in terms of dynamic semantics vs. pragmatic models of presupposition projection. The following research conducted by Simons (2003) which the result is also different with the research conducted by the writer. The result of this research discuss the ways in which some recent accounts of context and speaker presupposition depart from their Stalnakerian foundations.

Similar to the previous studies on presupposition, there is some research which conducted by Hashim (2014) and Khaleel (2010) which discussed about presupposition trigger type. This discussion is almost same with the discussion which conducted by the writer but the writer focuses on presupposition type based on Yule's theory. The discussion about types of presupposition based on Yule's theory is same with the discussion conducted by Dewi (2015) whereas the discussion about the function of presupposition in the advertisement is same with

the discussion conducted by Lam (2009). In this research, the writer focused analyze about types and functions of presupposition in advertisements.

Through slogan, the advertisers hope that the readers make good prejudices or presupposition so that the readers will be interested in buying it. Making a good presupposition is also mentioned by Amirul Mukminin Umar bin Khathab *radhiyallahu anhu:* 

"Do not prejudiced against the words that come out of your brother or sister which a believer except by good prejudice. And you should always carry his message to the prejudices of the good (Al-Abbad:10)

In the hadith, we as believers are required to assume good presupposition, especially in the words of our brother which believer but in this case, we must be careful in making presuppositions when reading slogan contained in the advertisement because if we are not careful, we as buyers will be fooled. The presuppositions in the slogan are referring to the words of the creator of the advertisements.

The following is an example of how the writer explaining the data that has been analyzed. The first example is about one of the types of presupposition. The type of presupposition is *existential presupposition*. The presupposition is when the readers read the slogan from data no 13 is HUAWEI which slogan "Honor", the readers directly makes a presupposition that there is a smartphone with HUAWEI's brand with a very unique type that is Honor, just Honor. The slogan is

directly to the point on the type used. The presupposition is supported by the picture in the brochure which shows the white smartphone with the type of Honor under the camera. So the slogan contains existential presuppositions because through the slogan, the readers can see the existence of a smartphone with Honor's type only on smartphone with HUAWEI's brand. The second example is about one of the functions of presupposition in advertisements. The function of presupposition in the advertisement is *making the advertisement short and memorable*. I Phone 5S's brochure with slogan "Forward Thinking" is the example of the data which contain a presupposition that make the advertisement short and memorable. This slogan is very short and very easy to remember. Through the very short slogan, the readers will directly remember the previous presuppositions that this smartphone is already one step ahead than other smartphone because this smartphone presents sophistication earlier before other smartphones.

From the analysis of the slogan which is based on the type and function of presuppositions in the advertisement, the writer concludes that the *lexical presupposition* is type of presuppositions is most often used by the advertisers. While in terms of the functions of presuppositions in advertisement, *implicit competition* and *making the advertisement short and memorable* is the function which most frequently used.

The phenomenon of presupposition is not only used in religious Islamic texts, food advertisements and so on, but also in the mobile phone advertisements especially in the brochure. The result of this study is expected to give contribution

to the theoretically and practically. Theoretically, this study may be useful to develop an understanding in the field of pragmatics, especially in the discussion of presupposition. Practically, this study can make the reader know more about the using of presupposition of slogan in mobile phone advertisements especially in the brochure. The writer hopes that the next the 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.