

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

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.

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.

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 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.

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 the 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

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

