



found by the writer in the data which has been collected and analyzed. The slogan that is an element of ambiguity or bias which is characteristic of the type of non-factive presuppositions and counterfactual presuppositions are not used by advertisers because the readers will be hard to understand the words that have the element. The readers will also be difficult to capture the intent submitted by the advertisers. That is why the two types are rarely found in the advertising slogans.

From twenty one slogans analyzed, the writer found 30 types of presuppositions. The most dominant type of presuppositions found in selected slogans of mobile phone advertisements is lexical presuppositions. There are 12 lexical presuppositions or about 40%. There are 8 existential presuppositions or about 26,67%. There are 7 factive presuppositions or about 23,33% and there are 3 structural presuppositions or about 10%, while in function of presupposition 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 services's* function and 16 advertisements containing *making the advertisement short and memorable's* function. 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.

In this study, the writer has a recommendation to the future researchers, the advertisers and for the readers of advertising. For the future researcher, the writer recommends the scopes of pragmatics which can be studied in-depth besides presuppositions. Thus, it is suggested to those who are interested in

studying pragmatics to make other pragmatics analysis of the data in this research such as speech acts, entailments, deixis or implicatures in mobile phone advertisements. It is also suggested for those who are interested in observing presuppositions to explore more about presuppositions in another sentence or text, such as novel, song lyrics and so on.

For the advertisers, the writer recommend to make the slogans which use lexical presupposition because it can make the readers curious and find more info about the products offered by the advertisers. Therefore, most advertisers use these types as the elements contained in the slogan that they make. If the advertisers want to make the advertisement with different slogans in general, the advertisers can use non factive presupposition's type or counterfactual presupposition's type. The type is very rarely used by the advertisers. The advertisers must be smart in making a slogan which makes the readers or buyer interested to buy the products. In terms of function presuppositions in advertisements, the advertisers should incorporate the three functions of presuppositions in advertisements because a slogan containing the three functions will be much more attractive and easily remembered by the readers.

For the readers or buyers, the writer recommends to buy the products offered by the advertisers containing the existential presuppositions or factive presuppositions so that the readers do not be fooled by the excellence of the products offered because if the slogan contains the type of existential presuppositions, the readers can actually see on brochures what the product which is offered by the advertisers. Related to the slogan containing factive

