PRESUPPOSITION ANALYSIS IN THE SLOGANS OF MOBILE DEVICES IN OFFICIAL OEM WEBSITES

THESIS



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ABSTRACT

Fath, M. M. (2020). Presupposition Analysis in Slogans of Mobile Devices in the Official OEM Website. English Department, UIN Sunan Ampel Surabaya. Advisor: Suhandoko, M.Pd.

Key words: presupposition, presupposition, advertisement, mobile devices

The thesis aims to analyse presupposition types which exist on the slogans in the official OEM website and influences of mobile device segments to types of presupposition. The slogans used in the study were those existing in the mobile devices in the OEM official website. This research focused on analysing types of presupposition in the slogans and the influence of mobile device segments to presuppositions types.

Employing descriptive qualitative approach, the data in the present study were taken from the slogans of mobile devises in the OEM official website. They are Razer, Microsoft, Asus, LG, and Apple. The slogans were documented, modified from screenshot pictures into written text, coded, identified, classified and interpreted following Yules' (2006) types of presuppositions.

The study found 33 slogans, 4 presuppositions type and founds 3 segments in the official website of OEM. The research study also found that type of presupposition is influenced by the segment product. There are clearly differences between multimedia and productivity with gaming. Multimedia and productivity has found 4 types of presupposition i.e. existential, lexical, structural, and factive. Meanwhile, gaming segment only has two types of presupposition, they are, existential and lexical presupposition.

ABSTRAK

Fath, M. M. (2020). Analisis Praanggapan dalam Slogan Perangkat Mobile di Situs Web Resmi OEM. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: Suhandoko, M.Pd.

Kata kunci : pragmatik, pranggapan , iklan, perangkat mobile.

Skripsi ini bertujuan untuk menganalisis jenis praanggapan dalam slogan perangkat mobile di situs web resmi OEM. Slogan yang digunakan dalam penelitian adalah yang ada di situs web resmi perangkat mobile dari OEM. Penelitian ini difokuskan pada menganalisis jenis praangapan dalam slogan dan pengaruh segmen perangkat mobile terhadap jenis praanggapan.

Dengan menggunakan pendekatan deskriptif kualitatif, penelitian mengambil data berupa slogans dari lima (5) websites resmi OEM, yaitu Razer, Microsoft, Asus, LG, dan Apple. Slogan-slogan tersebut didokumentasikan, dimodifikasi dari gambar tangkapan layer menjadi teks tulis, diberikan kode, diidentifikasi, diklasifikasi, dan ditafsirkan berdasarkan tipe-tipe praanggapan menurut Yule (2006).

Penelitian menemukan ada 33 Slogans, 4 presuposisi jenis dan mendirikan 3 segmen di situs resmi OEM. Penelitian ini juga menemukan bahwa jenis praanggapan dipengaruhi oleh produk segmen. Ada jelas perbedaan antara multimedia, produktivitas, dan game. Pada segmen multimedia dan produktifitas ditemukan 4 jenis praanggapan yaitu eksistensial, leksikal, struktural, dan factive. Sementara itu, pada segmen *gaming* hanya memiliki dua jenis praanggapan yaitu eksistensial dan leksikal.

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CHAPTER I

INTRODUCTION

This chapter discusses the main problems examined in this study as outlined in the background of the problem, the formulation of the problem, the significance of the study, the scope and limitation of the problem, as well as the definition of keywords.

1.1 Background of the Study

Language has become an effective element in linking producers with consumers with a communication medium called advertising in the business context (Lukitaningsih, 2013). Through advertising, the audience is expected to obtain as much information as possible from the advertised product or service. Based on this, it can be said that the function of advertising is to attract the attention of consumers or the public in order to use the product being promoted. Muttaqin and Taufiq (2018) state that the attractiveness of an advertisement includes a variety of slogans, uniqueness of language styles that are specific to a specified target market, promotional media that have an easier way.

Burnett (2008) also says that advertising is the promotion element that most consumers feel they know the best and hold strong opinions about. In this case, advertisement to be commonly communicated to costumers purposely promotes their product. Advertisement is a tool of communication which can be delivered verbally, non-verbally, or both, to let people know about certain products.

Goddard (1998) says we can find advertisements when we read a magazine and a

newspaper, listen to the radio, watch the television, browse to the internet, or just walk. According to Goddard's statements, today, most companies use the internet for advertising their products using internet platforms. Therefore, they made home website interest website visitors use slogans those displays on their home website. In an advertisement, most of them use the writing that one of them is a slogan. A memorable motto or phrase is used in a clan, political, commercial, religious, and another context as a repetitive expression of an idea or purpose, to persuade members of the public or a more defined target group.

Based on that, it is common for the delivery of language through advertisements to be made as attractive as possible. Therefore, advertisements with attractive language styles can influence people. The style of language in advertising really determines the image of the product being advertised. A bad advertisement is a monotonous advertisement or has no appeal and low creativity, so people are not interested in paying attention to the ad. Usually, the language used is unique so that it can at least be embedded in the minds of potential customers for a long time. Advertisements have the aim to market their products to the public, both in terms of language and form. Advertising is expected to change the audience's perception about a product, which at first audience may not attracted to a product, but after seeing the advertisement displayed, the audience probably changes their perception about the product (Muttaqin & Taufiq, 2018).

Generally, the sentence used in advertising slogans is simple but can leave an impression in audience minds. This simple sentence usually has a meaning implied by the producers intentionally inviting the questions of the audience who saw the ad. This was held to attract the attention of the public, so they will give their own understanding based on what they read in the advertising slogan. Giving meaning by individuals is often interpreted briefly as presuppositions. More clearly, Sari, Retnowati, and Musdolifah (2018) define presuppositions as the presumption of individuals who assume an event before knowing its true intentions. As for the individual condition, the presumption of meaning is a task of pragmatic science. Thus, it can be stated that interpreting a sentence in a slogan based on previous presumptions can simply be known as a pragmatic presupposition. Therefore, Van Valin (2008) states specifically that pragmatic presupposition is set of propositions lexical grammatically evoked in a sentence which the speaker assumes the hearer already knows or is ready to take for granted at the time the sentence is uttered. According to that statement, the pragmatic presupposition itself is a theory assuming the meaning of sentences before explaining clearly, although it fits in this research, which the author will use to analyze the slogan as the object.

The development of technology in the current era gave birth to new inventions in order to realize practical life through electronic media. The existence of innovation in the creation of electronic media allows competition in the industrial market, in this case, the electronics industry. Thus, it is important for companies to make efforts that can instill competitive advantage for the brands offered. Smartphones, laptops, earphones, smartwatches, and other devices are the result of thinking of creating a novelty in the electronics field. Manufacturers of

the most well-known audiences ranging from Razer, LG, Microsoft, ASUS, to newcomers to Apple, and so on brought together new things in their fields.

In relation to the utility, mobile devices are produced in several segments and bring into common needs, common interests, lifestyle, and utility. The product has each segment, such as common needs, common interests, similar lifestyles, or even similar. In the segment itself has some sub-segment among productivity, multimedia, and gaming. In Microsoft.com (n.d.) productivity and business processes segment include a portfolio of products designed to enhance corporate productivity, communication, and information services. Productivity segment focused on working, such as works document office and input data. Laukkonen (2020) argues that the multimedia segment that incorporates video and music playback capability, cameras, and wireless content streaming. Based on that argument multimedia segment, has a special feature to pleasing design, mastering sound, the output audio, and visual excellently quality. In the intel.com, it was mentioned that games are always evolving; destruction physics, audio effects, and cutting-edge visual flourishes become more sophisticated every year. Without the right hardware, it is possible to miss these enhancements. The gaming segment focused on the performance of the processing unit and must be a powerful memory to support the specification requirement. Mobile devices as smartphones can provide advanced capabilities to its user, whether it is for business application, information gathering, or for entertainment and communication (Hamka, 2012).

In the realm of manufacture and marketing, mobile devices are classified into two types. They are Original Design Manufacturers (ODM) and Original Equipment Manufacturers (OEM). ODM is a company that sells a product bought from other manufacturers. They make small changes of the product catalogues and sell them using their own brand name. As for OEM, it designs, manufactures, licenses and sells their own product. OEMs commonly have their own manufacturing sites operating alongside those of the contract manufacturers they employ to produce a certain range of products. The OEM's product development and purchasing organizations are hence directly "competing" with ODM and contract manufacturers.

The researcher preferred analyzing slogans in the OEM product website became the source of data collection. The researcher chose OEM because through analyzing the slogans of OEM products, he can provide the closest interpretation of what the company expects their customers will assume from the slogans about the products they manufactured. This will be, to a large extent, different when analyzing slogans made by the ODM product, which only markets their products without producing them.

The new innovations are then introduced to the public through advertising media. Some of them are presented by utilizing the use of the internet. This is due to the spread of internet facilities in various circles so that it encourages producers to increase their online marketing through the Internet media. This makes it possible to market the local products that they make so that they can be recognized by the wider community (Ahyuna, Hamzah, & Najib, 2013). One form

of media used by producers to market their products is a website. In it, displayed features that help audiences get to know the products offered more closely, including slogans that are an important component in marketing their products.

Yule (2010) says presupposition can be described as a speaker (or writer) assumes to be true or known by a listener (or reader). Presuppositions are classified into existential, lexical, structural, factive nonfactive, and counterfactual presupposition (Yule, 1996, pp. 27-29). Camilleri (2018) states that a market segment is a group of individuals, groups, or organizations that may share the same interests, traits, and characteristics. The consumer segments may have similar needs, wants, and expectations. Once the segments have been identified, they must customize their offerings to satisfy each and every one of them.

Several studies that are relevant to the problem had been carried out to find out the presupposition of meaning in a slogan. Firstly, the research conducted by Ananda, Wihadi, and Suryana (2016) to analyze an advertising slogan in Jakarta Post. They found existential presupposition, factive presupposition, lexical presupposition, and nonfactual presupposition in their analysis. The most frequent types of presupposition used in the advertisement are existential presupposition. The advertisers assume that the type of existential presupposition is easier to promote the product or the service advertised with some exaggerated words, phrases, and expressions to describe and to achieve sales promotion of products and service advertised (Ananda, Wihadi, & Suryana, 2016). The advertisers did not use structural presupposition and counterfactual presupposition. Probably, the advertisers fear if the readers have an assumption of contrary to facts

stated in the advertisement and difficult to state inserted information. So, it will become ambiguous and cause mistrust of the consumers towards the advertisers (Ananda, Wihadi, & Suryana, 2016).

A similar study was conducted by Tryana and Satelah (2018) on advertising slogans that aired in the Jakarta Post. They found five types and three functions of presuppositions in the advertisement: existential presuppositions, factive presupposition, lexical presupposition, structural presupposition, and non-factive presupposition. The functions of the presupposition are implicit competition, causing the readers to consider the existence of the product or the service, making advertisements short and memorable (Tryana & Satelah, 2018). In addition, other research was carried out by Nurchaerani and Intani (2019) on the slogan of candy products. The results found two types of presuppositions among existential presupposition and non-factive presupposition. Existential presupposition showed that the advertisement described the real situation and condition that related to the candy and non-factive that assumed not to be true, which showed that the candy is able to speak, which is impossible for candy to speak (Nurchaerani & Intani, 2019).

Considering the increasing interest in presupposition studies, none of them, however, focused on electronic products that exist in the internet as a media advertisement, especially the official website of mobile devices. As such, this research focused on the analysis of presuppositions on electronic software advertising slogans displayed on each manufacturer's website. As mentioned before, where the audience of that advertisement is from the various circles of

society. Dawar and Parker (1994), Kirmani and Rao (2000), and Milgrom and Roberts (1986) argue that consumers use price as a heuristic to assess a product's overall quality when objective quality is difficult to assess. The company mentions details on the pages of their website with interesting words on each of the features of the product and instilled in there is also the slogan for showing up segment products that will be sold into the market. Sari and Rohmah (2015) argue that presuppositions in mobile phone slogans function to indicate the implied competition with other products, cause the readers to be aware of the existence of the product, and make the advertisement shorter and, hence, memorable.

also use the slogan in a mobile phone advertisement as their research focus because most mobile phone advertising using English and the most of slogans in brochure contains presuppositions in the sentence.

Making an interesting advertisement needs not only a good language but also an interesting slogan. Language and slogan are the most important parts that make success in the advertisement. The slogan is a motto or phrase, which used in the context of politics, commerce, religion, health, and others, as an expression of an idea or a purpose (Altstiel, 2008, p. 165). This study aims to analyze the pragmatic presupposition of the advertising slogan displayed on the electronic OEM websites as well as the influence of OEM mobile device advertisements of product segments toward the types of presuppositions. By analysing the slogans of OEM products, this research will provide the closest interpretation of what the product manufacturer expects the readers (potential buyers) assume from the slogans of their own manufactured products. Also, this research aims to analyse

how the segments of the mobile device (multimedia, productivity, and gaming) influence the presuppositions in the slogans in the OEM official websites.

1.2 Research Problems

According to the background above this study seeks to answer the following questions:

- (1) What types of presuppositions that exist in the slogans of mobile device advertisement in the official OEM websites?
- (2) How do segments of the mobile devices influence the presuppositions in the slogans in the OEM official websites?

1.3 Significances of the Study

Theoretically, this study has a contribution to the understanding of the type of pragmatic-presupposition in the slogans on mobile devices advertising. While practically, this research is expected to have an impact on readers who incidentally will often meet with advertising slogans that have seductive or persuasive languages. That way, it is specifically expected to make the reader more aware so as to minimize consumer behavior. This is because it cannot be denied. Most consumers are motivated to make purchases due to the offers submitted by companies through persuasive and attractive language. Therefore, it is important for consumers and prospective consumers in addition to examining the language of the slogan also pay attention to how the product specifications are in accordance with purchasing requirements.

1.4 Scope and Limitation

Generally, the slogan in advertisements that previously examine has limitations in conveying using the official website of Apple, Asus, LG, Microsoft, and Razer, those sources and information in product promotion to customers. In this study, the researcher has taken data from the sources mentioned above from the mobile devices product segment by accessing the internet in the second quarter of 2019 until the third quarter of 2020 (April 2019 – June 2020).

Therefore, this study focused on the pragmatic presupposition, which concern with the types of presupposition on the slogan on the official website of mobile devices, especially the OEM official website themselves, among taken from the Razer, LG, Microsoft, ASUS, and Apple. The researcher took several slogan words, phrases, and sentences base on the researcher field, and the researcher took the best segmental product's slogan.

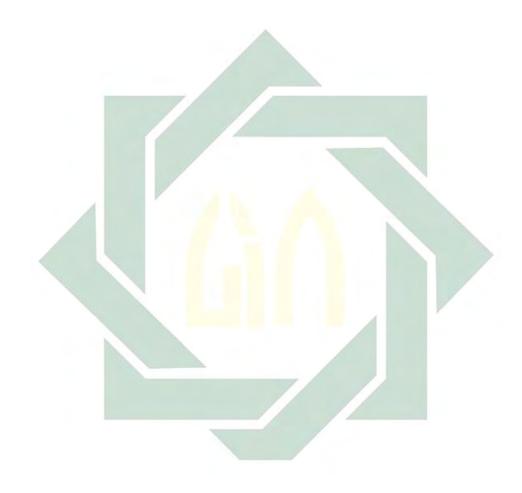
1.5 Definition of Key Terms

A *slogan* is memorable messages use in political, commercial and other purposes form in text to offer product or services, taking the form of sentence or prose, to demonstrate what the value of a product and service offers.

Mobile devices are the tools, i.e., smartphone, tablet, laptop, smartwatch, and wireless headset that can be carried with a variety of uses and features to support the basic needs of communication and provides a variety of functions that are suitable such as productivity, multimedia, and entertainment.

OEM stands for Original Equipment Manufacturer. It is a group companies which design, manufacture, license, sell, and market their products. It is in

contrast with ODM (Original Design Manufacturer) companies which only market and sell the product from the manufacturers.



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter will describe the concepts and theories that are relevant to the issues raised by this research, including previous literature and concepts related to slogans, advertisements, internet, mobile devices, and theories about presupposition.

2.1 Presupposition

Yule (2006, p. 33) says that presupposition is something that the speaker assumes is the case before making an utterance. Based on the understanding presented by Yule, a presupposition arises in a conversation whose presence is indirectly understood by the speaker. However, sometimes presuppositions can give the impression of basics in communication. It was what was conveyed by the speakers seemed convoluted. Presupposition comes from the word to presuppose, which in English means to suppose beforehand, in the sense that before the speaker or writer utters something, he already has an assumption about the interlocutor, or the thing being discussed.

A presupposition is obtained from statements that are delivered without the need to determine right or wrong, which refers to the actual statement.

Understanding presuppositions involves two main participants, namely two speakers or who make a statement or speech and the interlocutor. Presupposition has been associated with the use of a large number of words, phrases, and structures (Yule, 1996, p. 46). Presuppositions can be very broad, depending on

what data allows for presuppositions. As long as the data fulfils the components that involve the participants' speech, the context of the situation, and the shared knowledge that helps the communication process, the meaning contained in the data makes it possible to examine its presuppositions.

In the advertising, slogan data contained utterances, settings, participants, and shared knowledge that can assist researchers in understanding the meaning of speech. In oral and written data or discourse that has ideas, there are many ideas that want to be conveyed through speech. Seeing the many forms of discourse that exist, this research is more focused on slogan-shaped discourse. With reference to the context of the slogan in advertising, there are many situations that support speech with different meanings.

Linguistic studies that discuss meaning through assumptions are presuppositions, which are something that is assumed by the speaker as an event before producing a speech. In this context, speakers have presuppositions (Yule, 1996, p. 43). A presupposition is also closely related to participation or entailment, something that logically exists or follows what is affirmed in the speech. Contrary to presupposition, it is the sentence that has participation rather than the speaker (Yule, 1996, p. 43).

A presupposition is closely related to the implicature and also the participation or entailment. Implications of conversation are pragmatic implications contained in conversations that arise as a result of violations of the principles of conversation. In line with the constraints on pragmatic implications, the implicate of the conversation is a proposition or implicative statement, which

is what might be interpreted, implied, or intended by the speaker, which is different from what the speaker actually says, which is different from what the speaker actually says in a conversation (Rustono 1999, p. 82).

Within the limits of pragmatics, the terms presupposition and entailment are also commonly discussed in pragmatic studies (Levinson,1983, p. 9; Rustono, 1999, p. 82). The concept of participation is close to the concept of presupposition and implicature. The three concepts (implicature, presupposition, and participation) that are close together have differences.

If the conversational implicature is an implicit proposition or statement of a speech that violates the principle of conversation in a speech event and the concept is presented with the intention of explaining what might be interpreted, implied, or intended by the speaker in a conversation; presupposition or presupposition is what speakers use as a shared basis for conversation participants (Stalnaker, 1978, p. 321; Rustono, 1999, p. 105). What is meant by the joint basis is that a presumption should be understood together by the speaker and the speech partner as the doer of the conversation in acting? These common basic principles in the presupposition concept are bound together based on the speaker's assumptions about what the listener is likely to receive without challenge (Givon, 1979, p. 50; Rustono, 1999, p. 105).

The presumption in the form of speakers assertions that the speech partner can be certain about the person or object being spoken (Rustono, 1999, p. 105). That opinion is not contrary to the opinion of Stalnaker above. Opinions that acknowledge there is a common understanding between the speaker and his

speech partner about something that becomes the base of communication. The speaker understands or knows something that the speaker communicates. And with that, communication between speech participants can run without a hitch.

An utterance can presuppose another utterance. An utterance is said to prejudice the other utterances if the untruth of the second or prejudiced utterance results in the first utterance or the prejudice cannot be said to be true or false (Rustono, 1999, p. 106). Speakers' assumptions are commonly expressed, presuppositions relate to the use of a large number of words, phrases, and structures (Yule, 2006, p. 36). Yule classifies presuppositions into 6 types of potential presuppositions, namely existential presuppositions, factive presuppositions, lexical presuppositions, structural presuppositions, nonfactive presuppositions, and counterfactual presuppositions.

(1) Existential presupposition

Existential presupposition can be interpreted as a presumption that shows the existence/existence/identity of a referent expressed in a definite word. Existential presuppositions are not only assumed to exist in possessive constructions but, more generally, are in certain noun phrases (Yule, 2006, p. 35).

Levinson (1983) argues that existential presuppositions are presuppositions that are not only assumed to exist in sentences that indicate ownership but can be further expanded with the truth of a statement in the statement. Existential presupposition shows how the existence of something that can be conveyed through presupposition.

Yule (2006, p. 46) mentions that existential presuppositions are presuppositions that are not only assumed to exist in possessive order but are also more general or broader in certain noun phrases. This presupposition shows ownership, but more broadly, the existence or existence of the statement in the statement. Existential presuppositions indicate how the existence of a thing can be conveyed through presuppositions.

(2) Active/factual presupposition

An active/factual presupposition is a presupposition in which the information presupposed follows the verb and can be considered as reality. Levinson (1983) argues that this presumption arises from information that is to be conveyed or stated in words that indicate a fact or news that is believed to be true. In this prejudgment, there are a number of words that are indicated to identify that the speech is a factual presumption, such as realize, regret, be aware, glad, know, be sorry that, be proud that, be indifferent that, be glad that, be sad that. According to Kridalaksana (1993, p. 54), active means a verb that has a sentence complement and which concludes the truth of the complement. Whereas according to the *Kamus Besar Bahasa Indonesia*, factual can be interpreted as things (events; events) that are reality; something that actually exists or happens, or can also be interpreted as something that is truly based on reality; contain the truth.

Yule (2006, p. 46) mentions factual presuppositions with active presuppositions. According to Yule, the active presupposition is presupposed information that follows the verb can be considered as reality. Considering

the speech is not necessarily a verb, it can also use adjectives. Factual presupposition arises from the information to be conveyed expressed in words that indicate a fact or news that is believed to be true. Words that can state facts in speech are adjectives that can provide definite meaning in the speech.

(3) Lexical Presupposition

In general, in lexical presuppositions, the use of one form with its conventionally defined meaning is interpreted by the presupposition that other meanings (which are not confirmed) are understood (Yule, 2006, p. 36).

Lexical meaning is the basic meaning of a word in accordance with the dictionary. This basic meaning is attached to the basic word of a word.

Levinson (1983) argues that this presupposition is a presumption that can be obtained through speech, which is interpreted through affirmation in speech.

This is different from factive presupposition. The speech, which is a lexical presupposition, is stated in an implied way so that the confirmation of the presuppositions in the speech is obtained after the statement of the speech.

There are several lingual units used as markers in this lexical presupposition, such as start, finish, carry on, cease, take, leave, enter, come, go, arrive, stop, begin.

Yule (2006, p. 47) explains, in general, in lexical presuppositions, the use of a form with meaning expressed conventionally is interpreted by a presupposition that another meaning (which is not stated) is understood. This presumption is a presumption obtained through speech that is interpreted through affirmation in the speech. The difference is with factual

presuppositions; a speech, which is a lexical presupposition, is expressed in an implied manner so that confirmation of the presupposition of the utterances can be obtained after the statement of the utterance.

(4) Structural presupposition

On the other hand, presuppositions relating to the use of certain words and phrases, there are also structural presuppositions. In structural presuppositions, the structures of certain sentences have been analyzed conventionally and regularly presupposes that part of the structure is assumed to be correct (Yule, 2006, p. 37). The sentence structures have been analyzed as conventionally and regularly presupposing that part of the structure is already assumed to be true that speakers can use such structures to treat information as presupposed (Yule, 2010, p. 28)

Levinson (1983) argues that this is a presumption that is expressed through speech in a clear sentence structure and directly understood without looking at the words used. In English, the use of structural presuppositions is seen in the form of the sentence wh-question, alternative question, and Yes/No question. Structural presupposition (structural presupposition) is the structure of certain sentences that have been analyzed as presupposition permanently and conventionally that the structure has been assumed to be true (Yule, 2006, p. 49).

Structural presuppositions expressed through speech whose structure is clear and directly understood without seeing the words used. In English, the use of structure is seen in wh-questions, which can be directly understood,

while in Indonesian question sentences can also be marked through the use of question words in speech. Question words such as what, who, where, why, and how to show the assumptions that arise from these utterances.

(5) Non-active/non-factual presupposition

Non-active/nonfactual presupposition is a presumption that is assumed to be incorrect. Yule (2006, p. 38) says there are examples of non-active presuppositions relating to a number of verbs, such as dream, dream, and pretend, used with a presupposition that what happened is not true.

Levinson (1983) argues that this presupposition is a presupposition that still allows for a wrong understanding because of the use of words that are uncertain and still ambiguous. This is used to assume something that is not true or real. There are several units of lingual markers in this presupposition, such as dream, imagine, pretend. Non means something that is negative or contradictory. Nonfactual means not factual. Means nonfactual is something that does not match reality or something that does not contain the truth.

Nonfactual presupposition, according to Yule (2006, p. 50), is a presupposition that is assumed to be incorrect. This presumption still allows for a wrong understanding because of the use of words that are uncertain and still ambiguous.

(6) Counterfactual presupposition

Counterfactual presupposition, which means that what is presupposed is not only incorrect, but is the opposite of what is true, or the opposite of facts (Yule, 2006, p. 38). Levinson (1983) Argues that this presupposition

results in an opposite understanding of statements or contradictions.

Conditions that produce presuppositions like this usually in the speech contain if-clause, and the results obtained become contradictory from the previous statement. Counterfactual presuppositions, according to Yule (2006, p. 51) that what is presumed is not only incorrect, but the opposite of true, or contrary to reality. This presumption is a presumption that results in an understanding that is the opposite of the statement or contradictory.

2.2 Advertisement

Advertising is a form of communication. In terms of delivery, there are advertisements that are spoken verbally, such as through radio and other electronic media, and some also appear in writing, such as in newspapers, magazines, and billboards. The advertisement contains a notice that is broadcasted to the public so that the reading public is interested in the contents of the notice. In general, advertisements contain something that is offered, offered, or will be sold. In order for the offer to attract the attention of the reader, the disclosure in the advertisement is made in such a way that the reader is persuaded to buy the goods and services offered (Arifin, 1992, p. 3).

Advertising is actually an embodiment of commercial letters (sales letters) (Shurter, 1971:239),. Another definition says that advertising is a way of selling through the dissemination of information. Of course, not just any information that needs to be stated, and not all information is advertising. As such, advertising is an advanced communication process that brings audiences to the most important information they really need to know. Advertising must also be able to distinguish

which product name, which company name, and which type of goods. Although a product can be named the same as a company name, the name of an advertising activity must be able to sort it out (Jefkins, 1996, p. 16).

The purpose of television advertising can be classified according to its objectives, namely, to provide information, persuade, remind buyers, add value, and help other activities undertaken by the company (Suyanto, 2005, p. 137).

Thus it can be concluded that advertising is a means to inform something in order to attract the attention of many people. In this type of advertising, drinks are categorized in consumer advertisements because beverage products are common items purchased by the public. Advertising is also a means to inform a product or service so that people or the general public are interested and want to use the product or service offered. According to Jefkins (1996, p. 39) in outline, advertising can be classified into six main categories as follows:

(1) Consumer advertising (Consumer advertising)

Basically, there are two types of goods that are commonly purchased by the public, consumer goods such as food ingredients, shampoo, soap, etc. and durable goods, such as residential buildings, cars, jewellery, and so on. Together with consumer services (consumer services), all kinds of goods are advertised through the media according to the particular social grade intended to be targeted.

(2) Business-to-business advertising or business-to-business advertising

The purpose of inter-business advertising is to promote non-consumer goods and services. That is, both the advertiser and the target of the

advertisement are the same as the company. The advertised product is an intermediate item that must be processed or become an element of production. Included here is the advertising of raw materials, parts and accessories components, manufacturing facilities, and machinery, as well as services such as insurance, office supply, and others.

(3) Trade Advertising

Specifically addressed to distributors, large wholesale traders, agents, exporters/importers, and large and small traders. The advertised items are items for resale. The purpose of trade advertisements is to encourage shop owners (both in the form of networks and private businesses) to make these products in stock (especially to create an adequate distribution network in order to support consumer advertising campaigns), so the emphasis is on profits that can be achieved by the customer.

(4) Retail Advertising

A unique type of advertisement that is characteristic of trade advertisements and consumer goods advertisements. For example, advertisements run by supermarkets or shops. This advertisement is made and distributed by the company or manufacturer of the product, and the advertisement is usually placed in all locations that sell the product to consumers.

(5) Financial advertising

Financial advertising includes advertisements for banks, savings, insurance, and investment services. As a complement to advertisements aimed

at consumers, the financial statements of the company concerned are included, investment note in bonds, and notices regarding various matters relating to finance.

(6) Job advertisements

This type of advertising aims to recruit prospective employees (such as members of the police, armed forces, private companies, and other public bodies) and forms include column advertisements that promise the confidentiality of applicants or regular flyer advertisements. Other media such as radio and television are also used to load vacancies advertisements.

According to Shurter (1971, p. 239), advertising as a form of commercial letters aimed to do direct sales, requesting requests for production services, provide and test reactions to production results, reach the company prospects, maintaining and growing agency, and have good faith. The structure of an advertisement basically rests on four elements, namely: interests, desires, beliefs and actions. The structure was designed to cause readers' reactions. The structure was arranged to stimulate interest in reading, cause a desire for production results, convince the reader that the production/service is the best, and encourage readers to act (Shurter, 1971, p. 243).

2.3 Slogan

A language is a communication tool used by humans in everyday life.

Language is used to interact with one another. This corresponds to the language function, which is a communication tool. In people's lives, humans can use other communication tools other than language, but the language seems to be the most

effective and good communication tool when compared to other communication tools. There are two kinds of communication, namely, direct communication and indirect communication. Direct communication is carried out by having direct conversations or face to face. Meanwhile, indirect communication can be done in various ways, one of them through slogans.

Alwi (2003, p. 108) states that a slogan is a form of delivery of information or notifications, and slogans are usually in short sentences that are interesting, concise, easy to remember, and persuasive that has the aim to emphasize a thought or principle. Slogans are also words or short sentences interesting or striking and easy to remember to explain the purpose of ideology, organization, and political party. Sukini (2005, p. 162) adds that the slogan is a short sentence and is persuasive, and the arrangement in the sentence is not as usual. Writing slogans are made in a compelling form to attract the attention of readers who are a tool or media to provide something that is intended for the public or the general public.

A slogan is a form of groups of words or short sentences that are interesting, striking, and easy to remember to tell the purpose or vision of an organization, activity, group, organization, or company. The contents of the slogan describe the vision or purpose of an organization, activity, class, organization, or company (Pardjimin, 2005, p. 33). The contents of the slogan describe the vision, goals, and expectations of an activity or organization or company. The slogan is made to inform something. The words in the slogan are arranged in such a way as to influence the reader with the following characteristics, (1) the words are concise, interesting, and easy to remember, and (2) the motto of an organization or society.

The slogan was made to attract the attention of many people. The slogan is written so that people are interested in reading it and feel called to carry out the appeal contained in the slogan. The slogan looks more interesting when using a style of language that matches what you want to convey. Suyanto (2005, p. 139) argues that the slogan or theme line or tagline contained in the message of television advertising is the beginning of advertising success. The slogan becomes a standard statement that is easily accepted by consumers. The slogan has two main functions, namely to maintain the continuity of a series of advertisements in a campaign and to simplify an advertising message strategy on positioning statements to be concise, repeatable, interesting, and memorable.

2.4 Mobile Device

The word "mobile" comes from English, which means to move. Mobile can be interpreted as a move from one place to another place. On this concept, mobile is more inclined to applications that can be used anytime and anywhere by using mobile devices such as cell phones, pagers, PDAs (Portable Digital Assistant), smartphones and the like. Mobile applications come from word applications and mobile. In terms of application is a ready-made program designed to carry out a function for the user or other applications and can be used by the intended target while mobile can be interpreted as a move from one place to another. So a mobile application can be interpreted as an application program that can be run or used even if the user moves from one place to another and has a small size. This mobile application can be accessed via wireless devices, pagers, PDAs (Portable Digital Assistants), cellular phones, smartphones, and similar devices.

The development of mobile device technology currently allows the need for information can be met. One example of a telecommunications tool that is experiencing significant development is a mobile telecommunications tool that uses the Android operating system. Mobile applications are software that runs on mobile devices such as smartphones or tablet PCs. Mobile applications are also known as applications that can be downloaded and have certain functions that increase the functionality of the mobile device itself. To get the desired mobile application, users can download it through certain sites in accordance with the operating system they have. Google Play and iTunes are some examples of sites that provide various applications for Android and iOS users to download the desired application.

Android is a Linux-based operating system that is used for cellular phones (mobile) such as smartphones (smartphones) and tablet computers (PDAs) (Murya, 2014). Android is an operating system for Linux-based mobile devices that covers operating systems, middleware, and applications (Ichwan, et al. 2013). Android provides an open platform for developers to create their own applications that will be used to assist activities in various fields so that it can be used by anyone who wants to use it on a device.

Mobile applications or often also abbreviated with the term Mobile Apps are applications of a software which in operation can run on a mobile device (Smartphone, Tablet, iPod, etc.), and has an operating system that supports software in a standalone manner. Mobile application distribution platforms are available, usually managed by the owner of a mobile operating system, such as

store (Apple App), store (Google Play), Store (Windows Phone), and the world (BlackBerry App) (Siegler, 2008). Mobile applications can come from applications that have previously been installed in a mobile device or also that can be downloaded through the distribution. In general, mobile applications allow users to connect to internet services that are usually only accessed through a PC or Notebook. Thus, mobile applications can help users to more easily access internet services using their mobile devices (Wang, Liao, & Yang, 2013).

2.5 Segment

Market segmentation is a consumer-oriented process and can be applied to almost any type of market. In dividing or segmenting markets, researchers typically look for shared characteristics such as common needs, common interests, similar lifestyles, or even similar demographic profiles (Camilleri, 2018). Base on that, Camilleri argues; segment one of marketing strategy that was applied to what consumers varied needs. Although the segment gives stereotypes of people lifestyles, such as productivity segment among office, accounting, education, and marketing, the multimedia segment typically has tendency ability to audio and visual excellently often the users of this segment operated their devices became workstations to create a design of animation, mastering sound, videography, streaming music or videos, and so on. Another side about gaming segment, the product of gaming segment mostly has high-clock speed performance processing unit such as CPU (Central Processing Unit), GPU (Graphics Processing Unit), SoC (System on Chip), and Memory to have required minimum or more specification of the game and play smoothly.

CHAPTER III

RESEARCH METHODS

This chapter explains the research methods used in this study. Included in the discussion are research approaches, data sources, data collection techniques, research instruments, and data analysis techniques to the validity of the data.

3.1 Research Approach

This research employed a qualitative approach that intends to understand phenomena about what is experienced by research subjects such as behavior, perception, motivation, action, and others. Qualitative research methods are research that intends to understand phenomena about what is experienced by research subjects such as behavior, perception, motivation, action, and others (Moleong, 2008:6)

Qualitative research can be done on the review of documents and data collected in the form of words, which was mentioned by Moleong (2014, p. 8) as a characteristic of qualitative research characteristics, so this study uses descriptive qualitative methods. This study uses a document review in advertising slogans, and the results of this study will contain data excerpts to provide an overview of the presentation of research results.

3.2 Data Sources

This study took data from the official website of OEM (Original Equipment Manufacturers). OEM companies have the main task, i.e., design and manufacturing of electronic products branding and marketing through the

advertisements. Website advertisements, including websites of Razer, LG, Microsoft, ASUS, and Apple brands. The data is in the form of a transcription of advertising slogans on the official website.

3.3 Research Instruments

An instrument is a tool that refers to a means of data collection. In the world of research, both qualitative and quantitative require instruments. This study used instruments in the form of human instruments is the researcher himself. The researcher also collects advertising slogan data. After analyzing the data, then the description stage of the advertising data and finally a discussion of the advertising slogan related to the slogan.

3.4 Data Collection Techniques

Data collection techniques are the most important step in research because the main purpose of the research is to get data (Sugiyono, 2014, p. 308). In order to collect the data, the researcher did the following steps below:

(1) Documenting

The researcher visited official OEM website advertisements, including websites on the LG, Microsoft, ASUS, Apple, and Razer brands and collected the pictures with slogan predicted to contain noun phrases and sentence by screenshot.

(2) Modifying

After the pictures were collected, the researcher then modified the written slogans in the pictures into text form.

(3) Coding

After modifying, the data was coded based on each brand, type of presuppositions, and the segment of mobile devices. The coding is presented as follows: Razer, LG, Microsoft, Asus, and Apple

 \mathbf{R} : Razer $\mathbf{L}\mathbf{G}$: LG

MI : Microsoft AS : Asus

A : Apple

E : Existential presupposition
 L : Lexical Presupposition
 F : Factive Presupposition
 NF : Non-factive Presupposition
 S : Structural Presupposition

M : Multimedia
P : Productivity
G : Gaming

An example of the application of coding is as follow:

Datum 1

A.E.M.1. "Pro Cameras. Pro Display. Pro Performance.".

The code above means the data was taken from the slogan of a company named Apple (A) that contains existential presupposition (E) and segmented as multimedia device (M).

3.5 Data Analysis Techniques

The data analysis technique is the author's way of analysing data that has been collected by the author as a whole. Data analysis is an attempt made to classify, classify data, equate the same data, and distinguish different data (Mahsun, 2014:253). Once the data were collected, the researcher did the following steps to analyse the data.

1. Identifying

In this step, the researcher identified the selected slogans in the official OEM website advertisements, including websites of LG, Microsoft, ASUS, Apple, and Razer brands. The researcher was also grouping data according to the problem, namely the type of presupposition, contained in the written slogans in the advertisement.

2. Classifying

The next step is the researcher classified the slogan based on their type of presuppositions and segments of mobile devices. In this step, the researcher also made a table after classifying, so the data will be shown clearly.

Example of the table of classifying the data

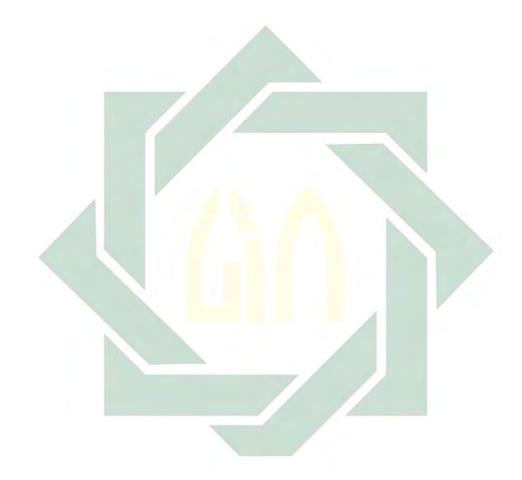
No.	Types of	Frequency				Total	%
	presupposition	Apple Microsoft	Asus	LG	Razer		
1	Existential						
2	Lexical						
3	Structural	7./	//				
4	Non-Factive	7/					
5	Factive						
6	Counterfactual						
	Total						

3. Interpreting

After the data was classified based on the types of presupposition, the researcher then interpreted the data. In this step, the researcher focused on analyzing what presuppositions exist in the slogans and how the segments of the mobile devices might influence the types of presupposition.

4. Drawing conclusion

In the final step, the researcher drew a conclusion that answers the research problems from the results and discussion of this study.



CHAPTER IV

FINDINGS AND DISCUSSION

This chapter contained findings and discussion that answer two research problems. In this chapter, the researcher presents the findings in two subheadings: the types of presupposition and influence of segment OEM mobile devices advertisement on the types of presupposition.

4.1 Findings

This study aims to identify and explain the meanings and types of presupposition from slogans through text from image data of advertising slogans. Mobile device advertisement has segments, those influence on types of presupposition.

4.1.1 The Types Of Presupposition Exist In Internet Advertisement Slogans Of The OEM Mobile Devices

This research focuses on the words of the gadget advertising slogan and aims to identify and explain the meaning and types of the meaning of the slogans from the companies Apple, Microsoft, ASUS, LG. Each company has an OEM site, so researchers analyzed the advertisements contained in the company's OEM site. The results are described by each brand of gadgets as follows, as set out in table 4.1.

Table 4.1. The Finding of Presuppositions Types

	Types of	Frequency					Total	%
No.	presupposition	Apple	Microsoft	Asus	LG	Razer	-	
1	Existential	2	_	5	-	3	10	30.3%
2	Lexical	4	2	5	3	3	17	51,5%
3	Structural	1	-	-	2	-	3	9,1%
4	Non-Factive	-	-	-	-	-	0	0%
5	Factive	=	1	1	1	-	3	9,1%
6	Counterfactual	-	-	-	-	-	0	0%
	Total	7	3	11	6	6	33	100%

Based on Table 4.1 in advance that the transcribe results on Presupposition types of the slogan advertising. The transcribed data has found four types of presupposition. There are ten (10) existential or 30,3%, 17 lexical or 51,5%, three (3) structurals or 9,1%, and three (3) factive or 9,1%. The most frequent presupposition found is the lexical presupposition while the most infrequently one is the nonfactive presupposition.

4.1.1.1 Existential presupposition

An existential presupposition is an assumption that there is something that exists reflected from that phrase found in the mobile slogan. It is shown in table 4.2 below:

Table 4.2. The Findings of Existential Presupposition

No	Brand	Frequency-based on the segment of the mobile devices			
		Productivity	Gaming	Multimedia	_
1	Apple	=	-	2	2
2	Microsoft	-	-	-	-
3	ASUS	1	1	3	5
4	LG	-	-	-	-
5	Razer	-	2	1	3
	Total	1	3	6	10

Table 4.2 shows that there are 10 slogans with an existential presupposition. There are 2 slogans from Apple products with multimedia segments. In addition, there are 5 slogans from ASUS products consist of 1 slogan in the productivity and gaming segments and then 3 slogans in the multimedia segment. Existential presupposition also contained in the Razer products with 3 slogans there are 2 slogans in the gaming segment and 1 slogan in the multimedia segment. The slogans of existential presupposition with more detailed explanations are in the datum 1 until 10.

Datum 1

A.E.M.1. "Pro Cameras. Pro Display. Pro Performance."

The slogan above consists of three noun phrases "Pro Cameras", "Pro Display", and "Pro Performance". In Merriam-Webster Dictionary, "pro" can be defined as "professional" when it is put side by side with those three words. These three noun phrases in the slogan presuppose the existence of entities that are assumed to be present; they are camera, display, and performance. The slogan in A.E.M.1 seems to tell the potential consumers about the specifications and advantages provided by the mobile device. It also enables potential consumers to presuppose that the mobile device provides an alternative mobile device to capture the moment the potential consumers experience like a professional.

Datum 2

A.E.M.2 "Magic Runs in the Family"

The slogan consists of a sentence "Magic Runs in the Family". In this analysis of the slogan, focus on the word "Magic" can be defined as excellent features in the True Wireless Stereo (TWS). The slogan of product presupposed

the existences of entities are assumed to be present; the device that provides by the company provides excellent features in their product, in this case, is the TWS that has devices excellent feature like magic.

The slogan in A.E.M.2 seems to tell the potential consumers about the functionality experience and form advantages provided by the mobile device. It also enables potential consumers to presuppose that the mobile device provides a mobile device to listen to audio contents with the "magical" features. The design of the product has an excellent noise cancellation feature.

Datum 3

AS.E.G.1. "Republic of gamers".

The slogan consists of a noun phrase "Republic of gamers" this noun phrase contains "Republic" from dictionary.com can be defined state in which the supreme power rests in the body of citizens entitled to vote and is exercised by representatives chosen directly or indirectly by them and also that noun phrase is memorable. The slogan of product presupposed the existence of entities are assumed to be present; the device provided by the company has devices for citizens of gamers and the Republic of Gamer (ROG) voted by gaming enthusiasts.

The slogan in AS.E.G.1 seems to tell the potential consumers about the functionality experience and form advantages provided by the mobile device. It also enables potential consumers to presuppose that the mobile device provides a mobile device to gaming enthusiasts. The company claimed has produced the gaming for the citizen of gamers to facilitate such as laptops for them.

Datum 4

AS.E.M.1. "Meet The New Expert".

The slogan consists of a sentence "Meet The New Expert". The slogan of the product presupposed the existence of entities that are assumed to be present; the device provided by the company claimed that it has devices expert device for the content creators with expert feature what their ever meet.

The slogan in AS.E.M.1 seems to tell the potential consumers about the functionality experience and form advantages provided by the mobile device. It also enables potential consumers to presuppose that the mobile device provides a mobile device to the creator of multimedia more expert way than before. The design of the product has faster performance refer to that slogan in which consumer hopes of becoming a new expert of a laptop.

Datum 5

AS.E.M.2. "The Ultimate Guide For Content Creator"

The slogan consists of a sentence "The Ultimate Guide For Content Creator". The slogan of the product presupposed the existence of entities that are assumed to be present; the device provided by the company claimed their device could help the creator to create excellent content with this device.

The slogan in AS.E.M.2 seems to tell the potential consumers about the functionality experience and form advantages provided by the mobile device. It also enables potential consumers to presuppose that the mobile device provides a mobile device to the creator of multimedia and becomes the guider device of the creator of contents.

Datum 6

AS.E.M.3. "Cinematic entertainment with 2K IPS display"

The slogan consists of a sentence "Cinematic entertainment with 2K IPS display". This sentence in the slogan presupposed about the specification of product that the existence of entities is assumed to be present. The product has big display resolutions and types of panels that the company assembled. The number has existed of slogan clearly give messages of the high resolution of the display than a competitor.

The slogan in AS.E.M.3 seems to tell the potential consumers about the tablet provided by the mobile device. It also enables the potential consumers to presuppose that the mobile device provides a laptop product designed for tablets with excellent display quality with number and type of display, i.e, 1440p as known as 2k resolution and IPS-panel of LCD in this tablet. The experience, especially in display quality of the product has specification 2K IPS display for entertainment.

Datum 7

AS.E.P.1. "The toughest tablet for learning".

The slogan consists of a sentence "The toughest tablet for learning" in this case, the researcher focus on noun phrase "The toughest tablet" this sentence in the slogan presuppose the existences of entities are assumed to be present; the tablet device provided by the company has the best tablet for learning on academic purposes.

The slogan in AS.E.P.1 seems to tell the potential consumers about the functionality experience and form advantages provided by the mobile device. It

also enables the potential consumers to presuppose that the mobile device provides a mobile device to learning, academic purposes, and media for reading several e-books to help students activity such as in school and college.

Datum 8

R.E.M.1. "Mobile Creative Workstation"

The slogan consists of a sentence "Mobile Creative Workstation" this sentence in the slogan presupposes the existence of entities that are assumed to be present, function like compact work station bridgeable any place.

The slogan in R.E.M.1 seems to tell the potential consumers about the functionality experience and form advantages provided by the mobile device. It also enables the potential consumers to presuppose that the mobile device provides an alternative mobile device to graphic design, drawing illustration, video editing, even working office, the moment the potential consumers experience in workstation, but the consumer can work in any place with the ability of this device.

Datum 9

R.E.G.1. "50% Brighter 120hz Refresh Rate Hdr Content Support"

The slogan consists of a noun phrase "50% Brighter 120hz Refresh Rate Hdr Content Support". In this sentence in the slogan presupposes the existence of entities that are assumed to be present. The product has upgrades the resolution of the display. The number has existed of slogan clearly give messages of upgrade form the latest generation.

The slogan in R.E.G.2 seems to tell the potential consumers about the laptop provided by the mobile device. It also enables the potential consumers to

presuppose that the mobile device provides a laptop product designed for mobile laptop gaming with excellent display quality and value of specification parts upgrade from the latest generation made excellent gaming experience, especially in display quality.

Datum 10

R.E.G.2. "THX® CERTIFIED HEADPHONES."

The slogan consists of a sentence "THX® CERTIFIED HEADPHONES". From Wikipedia.com "THX®" itself company focuses on high fidelity audio/visual reproduction standards for movie theatres, screening rooms, home theatres, computer speakers, gaming consoles, car audio systems, and video games. In this sentence in the slogan presupposes the existence of entities that are assumed to be present. The product is tuned by THX's sound technology that was advance on the audio sector.

The slogan in R.E.G.2 seems to tell the potential consumers about the laptop provided by the mobile device as audio equipment. It also enables the potential consumers to presuppose that the mobile device provides a wireless headphone product designed for mobile gaming devices equipment with excellent sound and feature from THX technology that can be supported excellent of gaming experience, especially in sound output quality.

4.1.1.2 Lexical Presupposition

A lexical presupposition is defined as the listeners or readers assume the meaning of the word can be interpreted with the others (usually negation of the

word, contradictive) that found in the mobile slogan in shown in the form table 4.3 below:

Table 4.3 The Findings of Lexical Presupposition

No	Brand	Frequency based on segment of the mobile devices			
		Productivity	Gaming	Multimedia	_
1	Apple	2	-	2	4
2	Microsoft	2	-	-	2
3	ASUS	-	2	3	5
4	LG	1		2	3
5	Razer	- /	3	-	3
	Total	5	5	7	17

Table 4.3 found that there are 17 slogans with lexical presupposition, which the most contained in the ASUS product with 2 slogans in the gaming segment and 3 slogans in the multimedia segment. Apple products have 2 slogans in the productivity and multimedia segments. LG and Razer also have 3 slogans which contained lexical presuppositions. Lexical presupposition at least found in the Microsoft product with 2 slogans in the productivity segment, and each data is explained in the following.

Datum 11

A.L.M.1. "Just the right amount of everything."

The slogan in (A.L.M.1.) is the transcription of the slogan taken from the OEM website of Apple. It belongs to the multimedia and bears lexical presupposition. The slogan means that everything provided by the mobile device is just or exactly what the potential consumer needed. The lexis 'just' presupposes that the mobile devices produced by other competitors as not exactly provide any specification they need in the device. Therefore, the slogan is considered using a lexicon or a word to indicate that another meaning could be understood.

The slogan in A.L.M.1 seems to tell the potential consumers about the best smartphone provided by the mobile device. It also enables potential consumers to presuppose that the mobile device provides a smartphone product with fit hardware, software, and build quality in every aspect.

Datum 12

A.L.M.2. "The best for the brightest".

The slogan consists of a sentence "The best for the brightest". In the Dictionary.com, brightest can be defined as brilliant or intelligent when putting in together with a subjective noun such as "The best for the brightest". This sentence in the slogan presupposes the product as claimed by the company as the best laptop in the world so far and the target of product to present to brilliant person who has the best product of the company. The slogan in A.L.M.2 seems to tell the potential consumers about the best laptop provided by the mobile device. It also enables the potential consumers to presuppose that the mobile device provides a laptop product with best hardware, software and build quality then another.

Datum 13

A.L.P.1. "the #1 smartwatch in the world......"

The slogan consists of a sentence ""the #1 smartwatch in the world......".

This sentence has the sentence "in the slogan presuppose the asserted product as the best smartwatch by this company that claimed as the number one smartwatch in the world, then another smartwatch could not be taken over them. The slogan in A.L.P.1 seems to tell the potential consumers about the best smartwatch provided by the mobile device. It also enables potential consumers to presuppose that the

mobile device provides a smartwatch product with the number one advanced features in the smartwatch.

Datum 14

A.L.P.2 "The most advanced Apple Watch yet, featuring the Always-On Retina display, the ECG app, international emergency calling, fall detection, and a built-in compass."

The slogan consists of a sentence "The most advanced Apple Watch yet, featuring the Always-On Retina display, the ECG app, international emergency calling, fall detection, and a built-in compass". This sentence has the sentence "The most advanced Apple Watch yet" in the slogan presuppose the asserted to referring to the best smartwatch by this company.

The slogan in A.L.P.2 seems to tell the potential consumers about the best smartwatch provided by the mobile device. It also enables potential consumers to presuppose that the mobile device provides a smartwatch product with advanced features.

Datum 15

MI.L.P.1. "Stand out from the ordinary".

The slogan consists of a sentence "Stand out from the ordinary". In Dictionary.com, "ordinary" can be defined as "something regular, customary, or usual," then "stand-out" can be defined as superiority when it is put into the sentence "Stand out from the ordinary".

This slogan from M.L.P.1 has presupposed the lexical of asserted are this product has superiority of ordinary or can be divined as the special from the flagship device as 2-in-1 laptop switch to tablet mode with outstanding specs then another competitor.

Datum 16

MI.L.P.2. "Surpass ordinary".

The slogan consists of a noun phrase "Surpass ordinary". In Dictionary.com, "surpass" is defined as "excellence or better" then "ordinary" can be defined as "something regular, customary, or usual" that noun phrase has presupposed the asserted is assumed to product has better than ordinary device as an ordinary or conventional laptop. The company, as the producer, has the purpose of making this device excellence in use, such as working office and other business excellently.

The slogan in M.L.P.2 seems to tell the potential consumers about the excellent laptop provided by the mobile device. It also enables potential consumers to presuppose that the mobile device provides an excellent laptop product ordinary huge software company with an excellent experience of software development than other ordinary devices classified.

Datum 17

AS.L.M.1. "Defy Ordinary".

The slogan consists of a noun phrase, "Defy Ordinary." This noun phrase in the slogan presupposes the asserted the product is to reject the ordinary design of a smartphone. The product of this company has assumed to reject the regular things in their product as defied those unique features. As the smartphone only has technologies and particular features, especially flip 360° Camera and full display.

The slogan in AS.L.M.1 seems to tell the potential consumers about the main needs of the smartphone provided by the mobile device. It also enables the potential consumers to presuppose that the mobile device provides a smartphone such ass flip camera to interest consumers with the expression for those who did not want an ordinary device.

Datum 18

AS.L.M.2 "Laptop of tomorrow."

The slogan consists of a noun phrase "Laptop of tomorrow" This noun phrase in the slogan presuppose the asserted the product was ready for the technology of tomorrow. The slogan in AS.L.M.2 seems to tell the potential consumers about the main needs of technology innovation provided by the mobile device. It also enables the potential consumers to presuppose that the mobile device provides a secondary laptop screen that touchable has customizable features and conventional screen integrated interest consumers with the expression for those of you who did not want an ordinary device.

4.1.1.3 Structural Presupposition

Structural presupposition is assumptions attributed to a phrase or sentence structure that was found in the slogan as shown in the table 4.4 below:

Table 4.4. The Findings of Structural Presupposition

No	Brand	Frequency based on segment of the mobile devices				
		Productivity	Gaming	Multimedia	_	
1	Apple	-	-	1	1	
2	Microsoft	-	-	-	-	
3	ASUS	-	-	-	-	
4	LG	2	-	-	2	
5	Razer	-	-	-	-	
	Total	2	-	1	3	

Based on Table 4.4 in advance that the transcribe found 3 structural presuppositions in the Apple product with 1 slogan in the multimedia segment and 2 slogans of LG product in the productivity segment. The data has been explained in the following datum number 19 until 21.

Datum 19

LG.S.P.1. "The 17z990 has a large screen but weighs only 1340g with a compact 15.6-inch class body"

The slogan consists of a noun sentence "The 17z990 has a large screen but weighs only 1340g with a compact 15.6-inch class body". This sentence in the slogan presupposes the correct part because there is a word referring to the phrases has related to each other. The example of structural relations, i.e, weight that was 1340g, thickness level classified as compact, and size of the large diagonal screen from the laptop that is 15.6 inches.

The slogan in LG.S.P.1 seems to tell the potential consumers about the laptop slogan specification provided by the mobile device. It also enables the potential consumers to presuppose that the mobile device provides laptop product with fit specification for candidate buyer productive anywhere was easy and comfortable to carry lightweight laptop.

Datum 20

LG.S.P.2. "Cutting Edge meets time-tested"

The slogan consists of a sentence "Cutting Edge meets time-tested". In this sentence in the slogan presuppose the structural sentence, the product is assumed to product has formed by curve design and collaborated with functionality.

The slogan in LG.S.P.1 seems to tell the potential consumers about the smartwatch provided by the mobile device. It also enables potential consumers to presuppose that the mobile device provides a smartwatch product designed with a curved display with more advanced functions.

Datum 21

A.S.M.1 "Like a computer, Unlike any computer"

The slogan consists of two sentences "Like a computer, Unlike any computer." In these sentences in the slogan presuppose the structural sentence the product is assumed to product based on the first one is "Like a computer" here was the devices has looks like a mobile computer and basically function like a computer then the second one is "Unlike any computer" here was assumed to be; this device has an experience like any other computer this is different because the devices not have the full desktop operating system and software provided.

4.1.1.4 Factive Presupposition

Factive presupposition assuming something is right in fact because there is a word referring to sentence or noun phrase that found in the mobile slogan is shown in the form table 4.5 below:

Table 4.5. The Findings of Factive Presupposition

No	Brand	Frequency bas	Total		
		Productivity	Gaming	Multimedia	_
1	Apple	-	-	-	-
2	Microsoft	1	-	-	1
3	ASUS	1	-	-	1
4	LG	-	-	1	1
5	Razer	-	-	-	-
	Total	2	-	1	3

Based on Table 4.5 in advance that the transcribe found 3 factive presuppositions on Microsoft, ASUS, and LG brand. Microsoft and ASUS have 1 slogan in the productivity segment. Meanwhile, LG has 1 slogan in the multimedia segment. The data is explained in the following data 22 until 24.

Datum 22

AS.F.P.1. "The pulse of life."

The slogan consists of a noun phrase "The pulse of life." This noun phrase in the slogan presupposes the fact because there is a word that refers to the slogan is "The pulse of life" here means the fact of life itself. The slogan in AS.F.P.1 seems to tell the potential consumers about the main needs of the smartwatch provided by the mobile device and digital assistants.

Datum 23

MI.F.P.1. "Perfectly portable".

The slogan consists of a noun phrase "Perfectly portable". In this noun phrase in the slogan presuppose the fact because there is a word that refers to the slogan is "Perfectly portable" here means the fact of portable itself. The company has a purpose of indicating this device as flexible in use, such as working office and other business.

The slogan in MI.F.P.1 seems to tell the potential consumers about the perfection of the 2-in-1 laptop provided by the mobile device. It also enables the potential consumers to presuppose that the mobile device portable device from laptop switch to tablet, which was the product with perfectly flexibility with the detachable keyboard and other accessories.

Datum 24

LG.F.M.1. "Unleash Your Creativity".

The slogan consists of a sentence "Unleash Your Creativity". In this sentence in the slogan presuppose the fact because there is a word that refers the slogan is "Unleash Your Creativity" here means the fact of the creativity or your creativity. The company as producer has purpose made this device provides for content creative and multimedia purpose.

The slogan in LG.F.M.1 seems to tell the potential consumers about the excellent multimedia provided by the mobile device. It also enables the potential consumers to presuppose that the mobile device provides a good input and output (IO) it will help consumers to create the quality of content that consumer create, as well as facilitate consumer with premium audio models that satisfy consumer.

4.1.2 Influence of Segment OEM Mobile Devices Advertisement on The Types of Presupposition

Types of presupposition those influenced by segment of OEM mobile devices advertisement shown and inputted each segment and types of presupposition bellow:

Tabel 4.6. The Findings of Mobile Devices Segments Influence Types of Presupposition

NI.	Types of presuppositon	Frequency of segments			Percentage		
No		P	G	M	P	G	M
1	Existential	1	3	6	3,0 %	9,0%	18,2 %
2	Lexical	5	5	7	15,2 %	15,2 %	21,2 %
3	Structural	2	-	1	6,05 %	_	3,0 %
4	Non-Factive	-	-	-	-	-	-
5	Factive	2	-	1	6,05%	-	3,0%
6	Counterfactual	-	-	-	-	-	-
Tota	1	10	8	15	30,3 %	24,2 %	45,5%

P= Productivity, G= Gaming, M= Multimedia

The table above shows that the most frequent presupposition type found in the multimedia segment are 6 existential, 7 lexical, 1 structural and 1 factive. The productivity segment has a similar result as multimedia with 10 slogans or 30,3% among 1 existential, 5 lexical, 2 structural, and 2 factive presuppositions. The next segment was the gaming segment that has different results. It comprises 8 slogans and contains 2 types of presupposition i.e; 3 existential and 5 lexical. The followings are some examples of analysis how segment affects the presuppositions in the mobile device slogans in OEM official websites.

The multimedia segmented mobile devices seem to apply slogans which include lexical and existential presuppositions. This seems to indicate that the companies expect the readers to assume that the companies producing multimedia device have the competence to compete with other products by providing an assortment of their products and also there is an entity that shows the existence of a product or part of the product written in the mobile advertising slogan. How multimedia segment influences the use of lexical presuppositions can be seen below.

Data 25

A.E.M.1. "Pro Cameras. Pro Display. Pro Performance."

In data 25 above, we can clearly see that the company chose the word "camera', "display, and "performance" to indicate that the product they manufacture and sell provide the users the variety of media in a single mobile device, namely camera, display or monitor, and performance. Multimedia segmented product which means that the product integrates multiple media requires the slogan maker to indicate the entity of media that exist in the product.

Moreover, the word "pro" indicates that the media exist in the product is a professional quality.

In multimedia segment also there are some slogans those has lexical presupposition, those slogan indicated the companies has purpose to give assumes to reader that multimedia segment products of the companies has feature there something new or better than latest generation and competitor. The companies on this class asserted value selling leftover from competitor. How multimedia segment influences the use of lexical presuppositions can be seen below.

Datum 26

AS.L.M.1. "Defy Ordinary".

The slogan consists of a noun phrase, "Defy Ordinary." This noun phrase in the slogan presupposes the asserted the product is to reject the ordinary design of a smartphone. The product of this company has assumed to reject the regular things in their product as defied those unique features. As the smartphone only has technologies and particular features, especially flip 360° Camera and full display.

Productivity segment has the most common result as lexical presupposition that it assumes to consumer that the products in this segment has possibility competes another product segment products of the companies has excellent experience for productivity purpose then competitor. The companies on this class asserted value selling better form factor from the mother company of core software. Productivity segment influences the type of presupposition in down below.

Datum 26

MI.L.P.2. "Surpass ordinary".

The slogan consists of a noun phrase "Surpass ordinary". In Dictionary.com, "surpass" is defined as "excellence or better" then "ordinary" can be defined as "something regular, customary, or usual" that noun phrase has presupposed the asserted is assumed to product has better than ordinary device as an ordinary or conventional laptop. The company, as the producer, has the purpose of making this device excellence in use, such as working office and other business excellently.

The second common finding of the productivity slogans for structural presupposition and has true fact of their slogan has related with noun phrase and sentences. The companies of the product segment show how the companies tell the true of product form factor which has related with sentence of slogan in productivity segment and able be see below.

Datum 27

AS.S.M.1. "Cinematic entertainment with 2K IPS display"

The Slogan consists of a sentence "Cinematic entertainment with 2K IPS display". In this sentence in the slogan presuppose the direct messages of the product's slogan that assumed to be present; product has number of display resolution and type of panel that company assembled. The number has existed of slogan clearly give messages of high resolution of display then competitor.

The gaming segment the highest number was lexical. The company of this segment indicated to competes with the other brands or product. Although, the companies of this segment shows to reader that each leftover of their product to

customer which competes in the market of mobile device that specifically gaming segment. All of the data have been analysed known that segment influences types of presupposition. The gaming segment influences type of presupposition use lexical can be seen below.

Datum 28

R.L.G.1. "STILL THE FASTEST SCREEN IN MOBILE GAMING"

The Slogan consists of a sentence "STILL THE FASTEST SCREEN IN MOBILE GAMING" these sentences in the slogan presuppose the asserted of entities are assumed to be present; the hardware of this device especially the fastest screen refresh-rate.

All in all, the data above seem to be clear that the segment of the mobile devices that the manufacturer market in their official website influence to the presuppositions in the slogans. The multimedia segmented mobile device tend to use slogans that contain existential presupposition, while lexical presuppositions are found to be contributing in the slogans made for gaming and productivity segmented mobile devices.

4.2 Discussion

The findings of the description that has been stated, it can be seen that in each product in different brands have their respective characteristics. As with OEMs, among Apple, Microsoft, ASUS, LG, and Razer, those offer a variety of products to suit the needs of consumers. The development and marketing in the form of smartphones, tablets, laptops, smartwatch, and headphones or earbuds.

The company also attracts consumers interested in the colors offered. Electrical colors that attract the eye can stay in the minds of consumers for a long time. This condition related with this theory from Arifin (1992: 3) says in order for the offer to attract the attention of the reader, the disclosure in the advertisement is made in such a way that the reader is persuaded to buy the goods and services offered.

This study has found particular types of presupposition in the slogan advertisement of mobile devices. There was founds four types of presupposition that exist at transcribed slogans base on the researcher taken, i.e. existential presupposition, lexical presupposition, structural presupposition and factive presupposition based on data collection. The data of the slogan advertisement was transcribed to become text, words, phrases and sentences. The result of the study seems similar to Sari and Rahmah (2015) that existential, factive, lexical, and structural can be frequently found. They found eight existential presuppositions, seven factive presuppositions, twelve lexical presuppositions and three structural presuppositions. In this study, nonfactive presuppositions and counterfactual presuppositions are not found.

Lexical presupposition was found in the other seventeen slogans. The most dominant segment in lexical is the multimedia that seven slogans have found because the slogan of the multimedia segment in the mobile devices has a tendency sale value and asserted the characteristic of the products to compete for another product. A lexical presupposition is often used by advertisers to show their products that assumed to be different from the other product. Frequently lexical presupposition can be fixed thing if the advertiser uses slogan existential

presupposition made it easier to promote their products and asserted what they had sold then other types of presuppositions. Lexical presuppositions, the use of one form with its conventionally defined meaning is interpreted by the presupposition that other meanings (which are not confirmed) are understood (Yule, 2006, p. 36).

Meanwhile, there are ten existential presuppositions found, including multiple segments, among productivity, multimedia, and gaming. Therefore, after being collated from the findings of the existential presupposition almost all data in this study, and classified the presupposition types and segments of mobile devices founds that multimedia segment was the highest number of presupposition type especially lexical and existential presupposition. This condition causes in the multimedia segment to show particular features and functionality of their products that utterance of the slogan with simple phrases and sentences. This related to existential presuppositions that are not only assumed to exist in possessive constructions, but more generally are in certain noun phrases (Yule, 2006:35).

Structural presupposition was found in the three slogans. The most dominant segment in structural is the productivity segment that two slogans have found. Because the slogan of the productivity segment there is in the mobile devices slogan has characteristics shown off the number of specification, and the consumer assumed if their product has a slogan that related structural noun phrase and sentence. The sentence structures have been analyzed as conventionally and regularly presupposing that part of the structure is already assumed to be true that

speakers can use such structures to treat information as presupposed (Yule, 2010, p. 28).

The factive presupposition was found in the three slogans. The most dominant segment in factive is the productivity segment that two slogans have found. The slogan has assumed something that true fact because there was a word or sentence referred to means or purpose that true. Yule (2006, p. 46) argues factual presuppositions is presupposed information that follows the verb can be considered as reality and expressed in words that indicate a fact or news that is believed to be true.

Meanwhile, the researcher did not find non-factive and counterfactual presupposition. The advertiser seems to be unsure if the costumer who read their slogans has assumption of contrary to advertisement products. For those, it will become ambiguous and cause misunderstood of the customer assumption.

Counterfactual presupposition which means that what is presupposed is not only incorrect, but is the opposite of what is true, or the opposite of facts (Yule, 2006, p. 38). Levinson (1983) argues that this presupposition results in an opposite understanding of statements or contradictions.

CHAPTER V

CONCLUSION AND SUGGESTIONS

This section is the last chapter that describes the conclusions and suggestions given by researchers to the reader. The conclusion contains important points that answer the problem formulation from the discussion in the previous section.

5.1 Conclusion

Based on the discussion described, the conclusions of the answers to the formulations of this research are:

There are types of presuppositions those based on each OEM mobile devices slogan. One slogan of OEM cannot represent a presupposition, but can be identified based on the product offered for advertising i.e, existential, lexical, structural, and factive.

The type of presupposition is influenced by the segment product. There are clearly differences between multimedia and productivity with gaming. Multimedia and productivity has found 4 types of presupposition i.e existential, lexical, structural, and factive. Meanwhile, gaming segment only has two types of presupposition there are existential and lexical presupposition.

Based on the discussion of this research most of the slogan has lexical presupposition and also the researcher did not find non-factive and counterfactual presupposition. The advertiser seems to be unsure if the costumer who read their

slogans has assumption of contrary to advertisement products. For those, it will become ambiguous and cause misunderstood of the customer assumption.

5.2 Suggestions

In line with the conclusions outlined, this research proposes the following:

This study has recomendation to future researcher, advertiser, and reader of advertisement of mobile devices. For future researcher recommended to scope pracmatics which can be develop the study more deeper. For companies to be more creative in marketing their products. This is because creative and innovative sentences can invite consumers' perceptions to think as well as hone their creativity in interpreting advertising sentences. In particular, consumers who are initially easily saturated with advertising sentences will always show interest in the advertisement. Furthermore, the company will benefit if consumers are finally interested in having the product.

For further researchers can focus on using several products with the same brand. It can help the study specifically on the product to be observed the success of its promotional activities when using sentences that contain different presuppositions.

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