

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

THESIS



**UIN SUNAN AMPEL
S U R A B A Y A**

By:

MUKHAMAD MULK FATH

Reg. Number: A03213039

**ENGLISH DEPARTMENT
FACULTY OF ARTS AND HUMANITIES
UIN SUNAN AMPEL SURABAYA**

2020

DECLARATION

I am the undersigned below :

Name : Mukhamad Mulk Fath

Reg. Number : A03213046

Department : English

Faculty : Arts and Humanities

University : UIN Sunan Ampel Surabaya

Thesis I wrote is really my original work and I'm not plagiarism.

If there is any plagiarism in this study, the writer will accept any consequences according to the law.

Surabaya, July 1st, 2020

Who make the statement,



Mukhamad Mulk Fath

APPROVAL SHEET

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

by
Mukhamad Mulk Fath
Reg. Number: A03213039

Approved to be examined by the Board of Examiners, English Department,
Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya

Surabaya, July 2nd, 2020

Thesis Advisor



Suhandoko, M.Pd.
NIP. 198905282018011002

Acknowledged by
The Head of the English Department



Dr. Wahyu Kusumajanti, M.Hum
NIP. 197002051999032002

EXAMINER SHEET

This thesis has been approved by the Board Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya on July 22, 2020

The Board of Examiners are:

Examiner 1




Suhandoko, M.Pd.
NIP. 198905282018011002

Examiner 2



Prof. Dr. Hj. Zuliati Rohmah, M.Pd
NIP. 197303032000032001

Examiner 3



Raudlotul Jannah, M. App. Ling
NIP.197810062005012004

Examiner 4



Dr. A. Dzolul Milal, M.Pd
NIP.196005152000031002

Acknowledged by:
The Dean of Faculty of Arts and Humanities
UIN Sunan Ampel Surabaya



Dr. H. Agus Aditoni, M.Ag
NIP. 196210021992031001



KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300
E-Mail: perpus@uinsby.ac.id

LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : Mukhammad Mulk Fath
NIM : A03213039
Fakultas/Jurusan : Adab dan Humaniora / Sastra Inggris
E-mail address : mmulkfath@outlook.com

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :

Sekripsi Tesis Desertasi Lain-lain (.....)

yang berjudul:

Presupposition Analysis in The Slogans of Mobile Devices
in Official OEM Websites

beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Eksklusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara **fulltext** untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya, 02 September 2020

Penulis

(Mukhammad Mulk Fath)
nama terang dan tanda tangan

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

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

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

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

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). Based 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.

Table 4.1. The Finding of Presuppositions Types

No.	Types of presupposition	Frequency					Total	%
		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			Total
		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

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

Datum 16**M.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 360⁰ Camera and full display.

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

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.

- Marnetti. (2017). Analisis gaya bahasa dalam slogan lingkungan hidup. *Madah, (Volume 8), No. 1.*
- Moleong, Lexy J. (2014). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Moleong, Lexy. J. (2002). *Metodologi Penelitian Kualitatif*. Bandung : PT. Remaja Rosdakarya.
- Murya, Y. (2014). *Pemrograman android blackbox*. Jasakom.
- Nurchaerani, M. dan Intani Nur E. (2019). Existential and non-factive presupposition in candy advertisements, a pragmatics study. *Jurnal Eduscience Volume 4 Nomor 2, February 2019*
- Pardjimin. (2005). *Bahasa Indonesia Untuk SMP Kelas VIII*. Bogor: Yudhistira.
- Purwaningrum, & Nurmala. (2019). Praanggapan pada dialog mengenai kejujuran: Kajian pragmatik dalam novel asal kau bahagia karya Bernard Batubara. *BAHA STRA (Volume 39 No. 1)*
- Puspamyanti. (2016). Praanggapan dalam cerita Si Palui pada surat kabar Harian Banjarmasin Post Edisi Juni 2015 (Presuppositions in the story of Si Palui in Banjarmasin Post newspaper in June 2015 Ed.). *Jurnal Penelitian Bahasa, Sastra Indonesia dan Pembelajarannya. (Volume 6, No 2.)*
- Rohaya, S. 2008. Internet: pengertian, sejarah, fasilitas dan koneksinya. *Perpustakaan Digital UIN Sunan Kalijaga Yogyakarta*
- Rustono. (1999). *Pokok-pokok pragmatik*. Semarang: CV. IKIP
- Shurter, R. L. (1971). *Written communication in business*. New York : Mc Graw Hill.
- Siegler, M. G. (2008). *Analyst: there's a great future in iPhone Apps*. Venture Beat.
- Sukini. (2005). *Bahasa dan sastra Indonesia untuk smp kelas viii*. Jakarta: Widya Duta Grafika.
- Suyanto. (2005). *Strategi perancangan iklan televisi perusahaan top dunia*. Yogyakarta : Andi.
- Tryana Satelah, & Sulan. (2018). Presupposition of slogan in the Jakarta Post advertisement. *9th Natonal Seminar 2018 Linguistics, Literature, and Language Teaching*.
- Wang, H. Liao, C. & Yang, L. (2013). What affects mobile application use? The roles of. consumption values. *International Journal of Marketing Studies , (Volume 5 No 2)*
- Yuhelizar. (2008). *10 jam menguasai internet teknologi dan aplikasinya*. Jakarta: PT Elex Media Komputindo.

- Yule, G. 1996. *Pragmatics*. Oxford: Oxford University Press
- Yule, G. 2006. *Pragmatik*. Yogyakarta: Pustaka Pelajar.
- Yule, G. 2010. *The study of language* Fourth edition. New York: Cambridge University Press.
- Yulianto dan Wijaya. (2014). Aplikasi m-commerce berbasis android pada phone comp service. *Jurnal SISFOKOM, (Volume 03, Nomor 02,)*
- Wang, H. Liao, C. & Yang, L. (2013). What affects mobile application use? The roles of. consumption values. *International Journal of Marketing Studies , (Volume 5 No 2)*
- Yuhelizar. (2008). *10 jam menguasai internet teknologi dan aplikasinya*. Jakarta: PT Elex Media Komputindo.
- Yule, George. (1996). *Pragmatics*. Oxford: Oxford University Press
- Yule, George. (2006). *Pragmatik*. Yogyakarta: Pustaka Pelajar.
- Yule, George. (2010). *The study of language* Fourth edition. New York: Cambridge University Press.
- Yulianto dan Wijaya. (2014). Aplikasi m-commerce berbasis android pada phone comp service. *Jurnal SISFOKOM, (Volume 03, Nomor 02,)*