

## REFERENCES

- Abbaspour, Ehsan. 2012. Presupposition Trigger-A Comparative Analysis of Broadcast News Discourse. *International Journal of Linguistics*, 4(3) 734-743.
- Beaver, David I. 2001. *Presupposition and Assertion in Dynamic Semantics*. California: CSLI Publications.
- Dawson, Catherine. 2002. *Practical Research Method*. United Kingdom: How To Books Ltd.
- Gilson, Christoper and Harold and Berkman. 1980. *Advertising Concepts and Strategies*. USA: Random House, Inc.
- Hutagalung, Kristina. 2010. *Presupposition on 'Ban Ki Moon's' Speeches*. Unpublished Thesis. Medan: State University of Medan.
- JacoTeam. 2012. *About Jaco TV Home Shopping*. Retrieved from <http://www.jaco.co.id/> accessed on 1 May 2014.
- Kothari, C. R. 2004. *Research Methodology: Methods and Techniques (Second Revised Edition)*. New Delhi: New Age International Publishers.
- Lane, W. R. and Karen Whitehill King and J. Thomas Russel. 2005. *Kleppner's Advertising Procedure (Sixteenth Edition)*. New Delhi: Dorling Kindersly Pvt. Ltd.
- Li, Feng. 2005. Presupposition Analysis in Advertising Language. *Sino-US English Teaching Journal*, 2(11) 48-51.
- Maulana, Rahman. 2012. *Jaco Tv*. Retrieved from <http://www.rahmanmaulan.blogspot.com/> accessed on 9 May 2014.
- Peccei, Jean Stilwell. 1999. *Pragmatics*. London: Routledge.
- Qiang, Kang. 2012. The Use of Too as a Pragmatic Presupposition Trigger. *Canadian Social Science Journal*, 8(6) 165-169.
- Rahardi, R. Kunjana. 2005. *Pragmatik: Kesantunan Imperatif Bahasa Indonesia*. Jakarta: Penerbit Erlangga.
- Tyas, Umi A. 2013. *An Analysis of Existential Presupposition of Donna Leon's Novel*. Unpublished Thesis. Salatiga: State Islamic Studies Institute.

Wenbo, Dong. 2008. Using Presupposition to Analyze Bao Fu in Xiangsheng. *Cross Cultural Communication Journal*, 4(1) 52 – 64.

Yingfang, Wang. 2007. Analysis of Presupposition and Its Function in Advertisement. *Canadian Social Science Journal*, 3(4) 55 – 60.

Yuhezmi. 2012 . *An Analysis of Presupposition Used in the Movie Harry Potter and the Deathly Hallows Part 2*. Unpublished Thesis. Padang: State University of Padang.

Yule, George. 2000. *Pragmatics*. Hongkong: Oxford University Press.

