

CHAPTER I INTRODUCTION

A. The Background of the Study

In our daily life, language has vital a function as a tool of communication for human. In communicating a message, an idea, a feeling, an information and a wish of someone to others, people use language as their tool. The function of language is not only to convey the message of a speaker but nowadays the language is used as a media to persuade people. In persuading the people to do something, language has the central position to make it run well or not. This kind of function can be seen clearly in the language of advertisement. By using presupposition can help to accomplish the purpose of advertising that is to improve the persuasiveness and attractiveness of the advertisement (Li, 2005: 50). Yingfang (2007: 56) says that the diction of the advertisements will directly influence the costs because it will influence the time (especially for television advertising) or space (especially for print advertising) of the advertisements. So, the language of advertisement is usually designed to be short and easy to be remembered and advertisement usually uses presupposition to persuade people to buy the products. Peccei (1999: 21) states that presupposition has a great deal of importance in persuasive language, particularly in courtroom and in advertising.

Presupposition and advertisement are tied to each other. Yule (2000: 26) says presupposition is something the speaker assumes to be the case of prior to making an utterance. Speakers, nor sentences, have presupposition. By using

presupposition in advertisement, it can help advertisement to give more information because one important function of presupposition is to produce the assertive information (Qiang, 2012: 167). For example:

“Koyo Honolulu can burn your fat in three minutes”

That statement presupposes that there is a koyo that named Koyo Honolulu which can burn your fat only in a short time. Even in the reality none knows whether this koyo really can burn your fat in a short time or not. Peccei (1999: 23) says that advertisers are not allowed to directly assert claims about their products of their competitors' for which they have no evidence. So that, by using presupposition, the advertisers try to make their consumers believe something is true even it is not proved yet. This one of the benefits for advertiser to make people build their own assumption about one product that is advertised. Rahardi (2002: 42) claims that an utterance which contains presupposition in it is an utterance that can't be judged the truth or the untruth of it.

Presupposition also can be found not only in advertisement but also in others fields such as mass media or can be used to trace the source of humor. Presupposition can be used in mass media because the role of presupposition in mass media's use of language is of paramount importance in that media writers attempt consciously or unconsciously to influence the audience understanding of news events (Abbaspour, 2012: 734). Presupposition as one of the pragmatic theories, also can be used to trace the source of humor. By using presupposition, the actors try to make humor by saying something that makes the audiences to have same presupposition for his utterances and then at last the actor will say

something that is contrary to the audiences and the effect is the utterances being humor to the audiences and the effect is the audiences will laugh (Wenbo, 2008: 55).

By all the explanations about how presupposition can be used in many fields, the writer would like to do her research about presupposition in the field of advertisement by using Jaco Tv Home Shopping advertisement as her data. Because it is so interesting to know how presupposition can support a success of an advertisement. In this case, the writer only focused on the audio-visual advertisement especially the advertisement of Jaco TV Home Shopping.

B. The Problems of the Study

In this research, the writer formulates three problems that related to the analysis of Presupposition, as follows:

1. What kinds of presupposition that are used in Jaco TV Home Shopping advertisement?
2. What is the dominant types of presupposition that are used in Jaco TV Home Shopping advertisement?
3. What are the causes the dominant type of presupposition in Jaco TV Home Shopping advertisement?

C. The Objectives of the Study

Based on the Problems above, the writer has three main goals in her research as follows:

1. To find out types of presupposition that are used in Jaco TV Home Shopping advertisement.
2. To find out the dominant types of presuppositions that are used in Jaco TV Home Shopping advertisement.
3. To find out the causes of the dominant type of presupposition that is used in Jaco TV Home Shopping advertisement.

D. The Scope of the Study

In this study, the writer analyzed presupposition in Jaco TV Home Shopping advertisement. The writer limited the analyzing only on the types of presupposition that were used in Jaco TV Home Shopping advertisement. Besides that, the writer also explained the asserted meaning of the statement that used presupposition in it.

E. The Significances of the Study

The findings of this study are expected to be useful both in theoretically and practically. Theoretically, the writer findings can be used to give more information and deeper understanding about presupposition especially presupposition which exist in advertisement to the readers. Practically, this research can be used as a material for further research that related to presupposition in the field of pragmatics.