

## CHAPTER V CONCLUSION AND SUGGESTION

### A. Conclusions

Based on the analysis of the utterances of narrator and models of Jaco Tv Home Shopping advertisements in the previous chapter, it can be concluded that:

1. All of the kinds of presupposition were used in four products of Jaco Tv Home Shopping which were consisted of 15 selected videos of the advertisements. In the beauty products, all the types of presupposition were found; they were existential presupposition 14 utterances (26.92%), factive presupposition 10 utterances (19.24%), lexical presupposition 17 utterances (32.69%), structural presupposition 8 utterances (15.38%), non-factive presupposition 1 utterance (1.92%) and counterfactual presupposition 2 utterances (3.25%). In the health products, not all the types of presupposition were found; they were only existential presupposition 10 utterances (38.46%), factive presupposition 5 utterances (19.23%), lexical presupposition 7 utterances (26.92%), structural presupposition 3 utterances (11.54%), non-factive presupposition 1 utterance (3.85%) and counterfactual presupposition did not exist in the advertisement of health product in Jaco Tv Home Shopping. In the fitness equipment, not all the types of presupposition were found; they were only existential presupposition 12 utterances (63.16%), factive presupposition 1 utterances (5.26%),

2. structural presupposition 3 utterances (15.79%), non-factive presupposition 3 utterance (15.79%) while lexical presupposition and counterfactual presupposition did not exist in the advertisement of fitness equipment in Jaco Tv Home Shopping. In the home appliances, not all the types of presupposition were found; they were existential presupposition 14 utterances (42.43%), factive presupposition 8 utterances (24.24%), lexical presupposition 8 utterances (24.24%), structural presupposition 1 utterances (3.03%), non-factive presupposition 2 utterance (6.06%) and counterfactual presupposition did not exist in the advertisement of Home appliances in Jaco Tv Home Shopping.

3. The most dominant types of presupposition were different to each types. In beauty products, lexical presupposition was the dominant types in 17 utterances (32.69%). Meanwhile, existential presupposition were the dominant types to the three products of Jaco tv Home Shopping; they were health product in 10 utterances (38.46%), fitness equipment in 12 utterances (63.16%) and home appliances in 14 utterances (42.43%).

4. The findings showed that lexical was the dominant types of presupposition in beauty product because by using lexical presupposition the advertiser of Jaco Tv Home Shopping, especially the beauty product tried to make the information of the advertisement can directly understood by the consumers. Meanwhile, existential

presupposition was the dominant types of presupposition which were used in the advertisement of the products in Jaco Tv Home Shopping. In health product, fitness equipment and home appliances; existential presupposition was the dominant types which were used because by using existential presupposition, the advertisement tried to convince the audiences or the consumers if the excellences of their products existed even the truth or the untruth of it can't be judged.

### **B. Suggestions**

By considering the conclusion, there are some suggestions which are presented as follow:

1. Theoretically, the students who learn Pragmatics need to comprehend presupposition. By knowing presupposition, it is very helpful to understand the asserted meaning of messages or information delivered by the speakers.
2. Practically, the readers especially the student of English Department can choose the presupposition as the object of research, because many interesting aspects can be analyzed related to pragmatics study especially in advertisements.