

ABSTRACT

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The study deals with the types of presupposition and its asserted meaning in advertisement of Jaco Tv Home Shopping. The objectives of study are to find out the types of presupposition and the most dominant types which is used and to find out the causes of the dominant types in Jaco Tv Home Shopping advertisement. The research conducted by using descriptive qualitative design. The data collected by choosing fifteen selected videos from four products. The results showed that the types of presupposition that used in the four products are in beauty product: existential presupposition (26.92%), lexical presupposition (32.69%), factive presupposition (19.24%), structural presupposition (15.38%), non-factive presupposition (1.92%) and counterfactual presupposition (3.85%); in health product: existential presupposition (38.46%), lexical presupposition (26.92%), factive presupposition (19.23%), structural presupposition (11.54%), non-factive presupposition (15.79%) and counterfactual presupposition (0%); in fitness equipment: existential presupposition (63.16%), lexical presupposition (0%), factive presupposition (5.26%), structural presupposition (15.79%), non-factive presupposition (15.79%) and counterfactual presupposition (0%); in home appliances: existential presupposition (42.43%), lexical presupposition (24.24%), factive presupposition (24.24%), structural presupposition (3.03%), non-factive presupposition (6.06%) and counterfactual presupposition (0%). The dominant type of presupposition that used by the advertisement was existential presupposition in health product, fitness equipment and home appliances while lexical was the dominant in beauty product. The cause of existential presupposition became the most dominant presupposition in the advertisement of Jaco Tv Home Shopping is Jaco Tv Home Shopping advertisements used the utterances formed by proper names, noun phrase, definite article and possessive to show the existences of things in its advertisements and by lexical presupposition, the advertisers tried to make the information can be directly understood by the consumers.

