

CHAPTER I

INTRODUCTION

1.1. The Background of the Study

Advertisements often convey ideas indirectly rather than asserting them overtly. Though what majority people may not or subconsciously aware of the presupposition in advertisements, the presupposition effects on some sort of utterances will indeed in many studies will eventually affect their listeners. As one of the pragmatic inferences in communication, presupposition plays an important part of any message leaving the person's mind provides the meaning.

Presupposition is frequently employed in order to enhance the effects of persuasion in advertisement because of its unique properties and characteristics and how it works. Goddard (1998: 125) says that presupposition is all about reading between the lines; and since this is a hidden process, it is very interesting to advertisers, stimulates all sorts of assumptions that can be taken in without consciously paying attention. The implication of presupposition is used in Advertisement commonly to raise various impressions among the audience for the sake of persuasion.

Another important function of applying presupposition in advertisement is to convey the message in a short and memorable way. In this case, the information will be shared between the customer and advertiser without explanation or any other way of convincing. Since presupposition are not affected by negation, in which negative sentence will not eliminate the truth value of the presupposed meaning, the advertisers usually use presuppositions to give the reader some sort

of impression that the assumption of the product or service being advertized is undeniable.

Fairclough (1989: 152) assumed that presuppositions are not part of texts, instead, function as an aspect of text producers' interpretations that points to some sort of context. Moreover, as Vestergaard and Schroder (1985: 25) further explained, "in Advertisement language, which almost by definition has to make as many positive claims as possible for the product without actually making them, the use of presupposition . . . is an extremely frequent feature." Pragmatic presuppositions are best described as a relation between a speaker and the appropriateness of a sentence in a context (Levinson, 1997:177). Speakers, not sentences, have presuppositions (Yule, 1996:25)

Most of cosmetic Advertisement has a certain strategies and use actor or actress role to communicate their message. Through some sort of narration dialogue the advertisers are intended to make a special interaction with the audience to connect the idea of the product of being advertised. Commonly, in cosmetic Advertisement there are strict rules and regulation of how to address their claim or product representation and it will be inappropriate to address the physical condition of their potential customer directly but in such a hidden persuasion in which the advertiser and the customer mutually know about a certain context of cosmetic consumption. An example of presupposition use in Advertisement can be shown by the following excerpt from Indonesian Cosmetic Advertisement for face make-up Product:

(1) Actor: "*Semua orang bisa tampil menawan...dibantu tim profesional*"

(Everyone can be attractive, with professionals help)

By analyzing the meaning of the above utterance, it's possible to presuppose the meaning of the utterance which is proposed by the speaker in which way:

(2) *Not everybody is attractive*

(3) *There are professional teams*

(4) *Professionals help people to be attractive*

Unless the listener assume the meaning behind the sentence uttered, the meaning will be vague, so there must be some sort of proposed meaning in which the speaker and the listener accept as a common ground to make sense the sentence.

Even though the sentence only leave the audience a wild speculation of what is actually the meaning behind it, advertisers are well aware of these context dependant meaning by providing visual image and narration as a rhetorical force to illustrate the message clearly visible. In this case, the advertisers establish the context through a series of visualization of a famous celebrity which is being treated by the make-up professionals.

As can be seen from the sentence (1) it presupposes some assumption for the listener which can be seen as in (2), (3) or in (4) that not everybody is attractive and there are professional teams and the brand that represents the advertisement makes an impression that they are the professionals and provide the solution. Here, the advertiser use presupposition as an implicit accommodation to deliver the message behind the product they wish to sell. Though it's not a direct advice, it leaves the audience the impression and draws the truth-value logic behind the sentence to make sense for them and the presupposed meaning is their

basic assumptions and to dramatize the effect, the context setting is as an illustration to make the products claims.

In relation between the presupposition meaning and how the context is built, the way advertisement formed has progressed beyond the use of simple techniques for announcing the availability of products or services. Advertisement has ventured into the domain of persuasion, and its rhetorical categories have become visible in contemporary social discourse. Since of the growing effectiveness of its persuasion techniques, Advertisement has become entrenched into social discourse by virtue of its wide spread diffusion throughout society. When advertisements are scrutinized at how they are being made, their emphasis is not only the product but also bound to find some advertisement message which are designed to persuade people to buy a product. This strong emphasis shows that Advertisement is not only simple meaning construction but bound the culture of their future consumers through social discourse that has unparalleled rhetorical force. As for the latest technology development, it is now possible to construct a powerful advertisement to convince their audience with the style of presentation that became increasingly important in raising the persuasive efficacy of the Advertisement text. Accordingly, Advertisement started to change the structure and use of language and verbal communication. Everything from clothes to beverages was being promoted through ingenious new techniques.

Moreover, Dyer (1982: 32) points out, using more colloquial, personal and informal language to address the customer and also exploiting certain effective rhetorical devices to attract attention to a product. The persuasiveness of Advertisements have started becoming a component of social discourse, and also

bring some changes to the basic ways in which people communicated with each other and in which they perceived commodities and services.

One distinctive language structures which is commonly found in advertisement is the advertisement claim which is often used to describe a product. Advertising and claims of the products is an important and legitimate means for a seller to awaken interest in their products and often embedded in commercial speech. Advertising within the cosmetic industries can be confusing as there are strict rules as to what may and may not be said for each category of products. This trend sometimes lead the advertisements industries to makes exaggerated claim and therapeutic as in a sense to increase their products familiarity and capability.

Cosmetic Advertisement is one of the most interesting types of commercial commodity to take account to investigate other than other products. One reason is that cosmetic Advertisement has a certain degree and limitation in cosmetic regulation guidelines and labeling claims which makes cosmetics commodity types require different approach through the audience. This type of product usually uses covert communication instead of direct language. Another one is that commercial advertisements frequently use some form of appeal to reach potential customers, either by rational or emotional appeals. These strategies is usually used to penetrate the viewer mindset to provides proof to back up the claims of the product they wish to promote, it can be related to product features and cost and also the effect of a certain product.

Previous research focused in presupposition has been conducted such as Hidayati (2010) concerned with the types of presupposition in the slogans'

utterances of outdoor advertisement. Wahyudi (2007) made a similar research at identifying the presupposition and the types of presupposition of goods advertisement in The Jakarta Post Newspaper, while Khaleel (2010) took English Journalistic Texts in her analysis, and focus on the presupposition triggers. This research focused on the five types of cosmetic product commodities advertisements, namely: make-up products, facial care products, hair care products, perfume and cologne products, and miscellaneous products which are mainly categorized by the product substance (Iwata, 2013:4) and analyzed the types of presuppositions among the cosmetic advertisements, investigating how presuppositions are used in terms of their information content and message appeals, and to find out the reasons of why presuppositions are used that way.

1.2. The Problem of the Study

The background provides the following research statements for the Problems:

1. What types of presupposition are found in different of cosmetic product of television Advertisement claims?
2. What information contents and message appeals are employed in the presuppositions of cosmetic television advertisement claims?
3. Why presuppositions are used the way they are in the television cosmetic advertisements claim?

1.3. The Objective of the Study

1. To identify the types of presupposition used in the claims of cosmetic product in television Advertisement.
2. To find what information contents and advertisement message appeals

employed in the presupposed claims of cosmetic television advertisements.

3. To find out the reasons why television cosmetic advertisements claim use presuppositions the way they are.

1.4. The Scope of the Study

In this study, the scope of the study is the utterances of television cosmetic advertisements claims on 5 (five) types of product categories They are: make-up products, facial care products, hair care products, perfume and cologne products and miscellaneous products. All the cosmetic advertisements which were aired on all national televisions from January 2014 to December 2014 are collected. All the advertisements claims found in the cosmetic advertisements within that range are 93 advertisements and analyzed based on presupposition types by Yule (1990), information cues based on Resnik and Stern (1991) and advertisement appeals by Pollay's framework (1983) that accommodate the cosmetic advertisement claims.

1.5. The Significance of the Study

This study will open further suggestions of importance for another research in the following directions:

1. Theoretically, findings of this study will be expected to contribute presupposition analysis in pragmatics and on other subject, such as Psycholinguistics, Sociolinguistics and other wide range of academic and practical disciplines. Furthermore, the study is expected to enrich the presupposition study especially in advertisements.

2. Practically, findings are expected to give contribution to Media Information practitioner such as Business Media and Communication Media, and on the other hand, the findings will also contribute to public readers to increase their existing knowledge about media literacy since advertisement is commonly used as effective product selling campaign and expected to be useful to increase the awareness of public viewer in terms of cosmetic Advertisement language which are frequently exposed in daily basis.

