



Presuppositions in Taglines of Car Advertisements and the Implication to Language of Marketing Strategy

Rizka Sariansyah Nur Ahmad ¹, Mohammad Febryanto²

¹English Education Program, Universitas Mandiri, ²English Department, Politeknik Negeri Bandung

rizkaxpg@gmail.com, m.febryanto.polban.ac.id

Abstract

This research is under the pragmatic studies particularly focusing on the use of presuppositions found in 12 newspaper car advertisements. The researcher used descriptive research method because all the data is obtained from the taglines on advertisement displays and is reviewed based on theory of presuppositions. The data sources include newspaper Pikiran Rakyat and Pasundan Express, and the analysis is based on the theory proposed by Yule (1996) about the type presuppositions to find out the types frequently used in the car advertisements. The result shows that there are three types of presupposition used, namely, 7 existential (50%), 2 factive (14.3%), and 5 lexical (35.7%). The type of presupposition mostly used is Existential Presupposition because existential is the assumption that convey the existence of the car.

Keywords: *Presupposition, Taglines s, Car Advertisements, The newspaper*

Introduction

The language of advertisement has an important role in the world of advertisement to catch people's attention to buy the advertised products. In most cases advertisers try to avoid making a direct assertion about their product. For further understanding, (Spurgeon, 2007) states that an advertisement is appropriate with the need of every company that will publish the advertisement as one of the strategies in business.

Car advertisements has been an important strategy for marketing automobiles, and we can find it almost everywhere such as on broadcast media in TV, radio, internet, or in printed media likes newspaper, magazine, banner, and others. The advertising taglines in the newspaper carry unstated meaning to suggest certain image of the brand. (Kohli et al., 2007) said that "taglines are a key element of a brand's identity and contribute to a brand's equity." Language in the taglines is carefully designed and often implicit. The range of expression in the form of utterances from word, phrases, clauses to the sentence construction and the use of it cannot be separated from the understanding of the context. Pragmatics is the study of contextual meaning (Yule & Widdowson, 1996), and there is one concept to analyze language meaning called presupposition. In the advertising language, presupposition is one fashion of persuasive and convincing approach. (Yule & Widdowson, 1996) states that presupposition is something the speaker assumes to be the case prior to making an utterance.

(Yule & Widdowson, 1996) states that if we say that the sentence in [1.a] contains the proposition p and the sentence in [1.b] contains the proposition q means in positive, then using the symbol >> to mean 'presupposes', we can represent the relationship as in [1.c].

For example:

1. a. John's brother is a poor man (= p)
b. John has a brother (= q)

c. $p \gg q$

However, negative sentences, we can use the negation as the proposition that denies the utterance to get the presupposition. When we produce the opposite of the sentence in [1.a] the negation of by negating it (= NOT p), as in [2.a].

2. a. John's brother is not a poor man (= NOT p)
b. John has a brother (= q)
c. NOT $p \gg q$

It can be seen that the presupposition above is generally described as constancy under negation. It means that the presupposition of an utterance will remain constant (still true) even when that utterance is negated.

In this research, the presupposition as intended by the linguists is found in the newspaper chosen as data sources. In the car advertisements found the information that is a part what is communicated but not said in which the writer of the advertising seems to take for granted in making an utterance. Therefore, the researcher focused on the six types of presupposition found in English taglines of car advertisements in the newspaper.

The previous studies on the types of presupposition have focused on potential presupposition. Studies investigated by (Syahril, 2017) found that the short story of Sea Foam used in The Jakarta Post on Monday, October 23rd, 2017. The research is aimed to elaborate the presupposition and interprets the meaning of presupposition which is already classified into the presupposition types in the short story text entitled Sea Foam and identifies the most dominant type of presupposition. The method used in this research is the qualitative method and the researchers uses Yule's theory about Presupposition. This research reveals that factive presupposition is the most used type of presupposition found in this research.

Theoretical Framework

This study mainly emphasizes on the theory from George Yule, namely the types of presupposition, as follows:

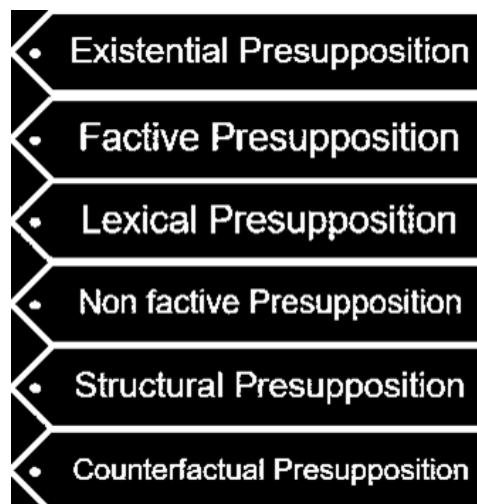


Figure1. Yule's theory (1996)

(Yule & Widdowson, 1996) described "A potential presupposition is an assumption typically associated with the use of a linguistic form (words, phrases, structure)". He classifies presupposition into six types they are (1) existential presupposition, which the assumption assumed to be committed to the existence of the entities names by the speaker and assumed to be present in the noun phrase. (2) factive presupposition, which the assumption that is true and can identify by some verbs such as 'know', 'realize', 'regret', 'be', 'aware', 'odd', and 'glad'. (3) lexical presupposition, which the presupposition that use of one word with is asserted meaning is conventionally interpreted with the presupposition that another (non; asserted) meaning is understood. Other examples involving the lexical presupposition are, 'stop', 'start', 'again'. (4) non-factive presupposition, which the assumption that is assumed not to be true and which is identified by presence of some verb such as 'dream', 'image', 'pretend'. Those are used with presupposition that what is not true. (5) structural presupposition, which the assumption associated with the use of certain words and phrase and assumed to be true, for example, WH question construction in English are conventionally interpreted with the presupposition that the information after the WH-form is already known to be case. and (6) counterfactual presupposition, which the assumption that what is presupposition is not only untrue, but it is opposite of what is presupposed is not only untrue, but it is opposite of what is true, or contrary to fact. For instance, some conditional structure, generally called counterfactual conditionals presuppose that the information in if- clause is not at the time of utterances.

Metode

This research was conducted through the descriptive method with a qualitative approach. It is intended to find out and analyze the types of presupposition and to find out the most dominant presupposition found in the English taglines of car advertisements in the newspaper.

(Mack, 2005) argue that qualitative research is very effective in obtaining culturally specific information about the values, opinions, behaviors, and social contexts of particular populations. Meanwhile, (Fraenkel et al., 2012) states that qualitative data are collected in the form of words or pictures rather than numbers.

The population of this study is taken from car advertisements in the newspaper. The newspapers are Pikiran Rakyat and Pasundan Express that publish every week, so the writer takes the samples of the car advertisements which is published on 31 January 2018 until 26 June 2019. There are 12 car advertisements in X Pander, Cortez, Confero S, Pajero, Nissan Tera, Ertiga, Avanza, Ignis, Delica, Almaz, S. Cross and Baleno.

The procedure of obtaining data includes collecting car advertisements, observing and identifying presupposition elements which commonly found in the tagline parts, classifying and tabulating Counting the types of presupposition in percentage by using this formula according to (Subana & Sudrajat, 2000) follows:

$$FK\ rel = FK / (\sum F) \times 100 \%$$

FK rel : Frequency of relative cumulative (Percentage of types)

FK : Frequency of cumulative (total types of frequency of sub-category)

ΣF : Frequency of total (total of all categories)

100 % : Percentage

Results and Discussion

Results

According to the data analyzed, namely 12 car advertisements in the newspaper. The overall data of presupposition found can be seen in the table below:

Table 1. The Table of Presupposition in the Car Advertisements

No.	Presupposition	Days and Dates
1	X Pander "Your next generation MPV" a. There is a car with a new generation of MPV.	Edition on Wednesday, 31 January 2018 in the newspaper Pikiran Rakyat.
2	Ignis "Gear to Ignite" a. Ignis more powerfull.	Edition on Monday, 23 April 2018 in the newspaper Pikiran Rakyat.
3	Cortez "The new choice of MPV" a. There is a car of MPV.	Edition on Monday, 23 April 2018 in the newspaper Pikiran Rakyat.
4	Confero S "The real spacious Family MPV" a. There is a car of MPV.	Monday, 23 April 2018 in the newspaper Pikiran Rakyat.
5	Delica "Go Tour with Royal Pleasure" a. Delica makes your trip more enjoyable.	Edition on Monday, 14 May 2018 in the newspaper Pikiran Rakyat.
6	New Pajero Sport "Exceed At" a. Ready to exceeded.	Edition on Monday, 14 May 2018 in the newspaper Pikiran Rakyat.
7	Almaz "Drive Unlimited Way" a. Almaz gives a satisfying to drive.	Edition on Saturday, 02 February 2019 in the newspaper Pasundan Express.
8	The All New Nissan Terra "The Intelligent SUV has arrived" a. It has equipped with innovation the intelligently SUV. b. It has arrived of intelligently SUV.	Edition on Monday, 11 February 2019 in the newspaper Pasundan Express.

9	All New Ertiga “The New Face of Urban MPV” a. Ertiga is the car with an urban MPV.	Edition on Monday, 11 February 2019 in the newspaper Pasundan Express.
10	S.Cross “The New Tough Crossover” a. S.Cross extraordinary tough for Crossover.	Edition on Saturday, 02 March 2019 in the newspaper Pasundan Express.
11	Baleno “Gear to Define, The Complete Hatchback” a. Baleno has a complete hatchback.	Edition on Tuesday, 25 June 2019 in the newspaper Pasundan Express.
12	New Avanza “Part of Indonesia’s Greatness” a. New Avanza is Indonesia's greatness. b. It is mostly used by Indonesian people.	Edition on Wednesday, 26 June 2019 in the newspaper Pasundan Express.

The finding can be seeing as the following:

1. There are three types of presupposition, there are: existential presupposition, factive presupposition, and lexical presupposition.
2. The occurrence of existential presupposition is 7 presupposition or about 50%, factive presupposition is 2 presupposition or about 14.3%, and lexical presupposition is 5 presupposition or about 35.7%.
3. The most dominant used in the car advertisement is existential presupposition that is 50%, from this finding the writer can conclude that existential presupposition is the important part in language of advertisement, it can be considered the existence of the objects/products.

These finding are put in the table 2 below.

Table 2. The Occurrence of the Types of Presupposition

No.	Types of Presupposition	Frequency	Percentage
1.	Existential Presupposition	7	50%
2.	Factive Presupposition	2	14.3%
3.	Non-Factive Presupposition	0	0%
4.	Lexical Presupposition	5	35.7%
5.	Structural Presupposition	0	0%
6.	Counter Factual Presupposition	0	0%
	TOTAL	14	100%

The data would be classified based on the types of presupposition that stated by Yule. The data can be seen as in the following:

a. Existential Presupposition

Existential Presupposition is the most frequently occurring type in the taglines of car advertisements. This type is called existential presupposition since it is the assumption of the existence of the thing in the advertisements. There are seven car advertisements that contain existential presupposition. The existential presuppositions in the taglines of car advertisements can be seen as follow:

(1) X Pander "Your next generation MPV"

>> There is a car with a new generation of MPV.

The type of this presupposition is existential presupposition. The presupposition conveys that the existence of X Pander carrying the first MPV concept that is not the same as other types of vehicles in the Mitsubishi class. So, the existence of X Pander is the latest generation car.

(2) Cortez "The new choice of MPV"

>> There is a car of MPV.

The type of this presupposition is existential presupposition. The presupposition conveys the existence of the car. From the word of the taglines, the reader will know that Cortez is one of a car with the best MPV from Wuling who will give you new choices.

(3) Confero S "The real spacious Family MPV"

>> There is a car of MPV.

The type of this presupposition is existential presupposition. The presupposition conveys the existence of the car. The word "real spacious" in this presupposition makes the assumption that the Confero is real has advantages as an MPV and the existence of Confero can help your family journey.

(4) New Pajero Sport "Exceed At"

>> Ready to exceeded.

The type of this presupposition is existential presupposition. The presupposition conveys the existence of the car. The word "exceed at" in this presupposition makes the assumption that Mitsubishi launched the latest Pajero car is "Exceed (4x2) at" which is able to save fuel and explore with classy comfort.

(5) The All New Nissan Terra "The Intelligent SUV has arrived"

>> It has equipped with innovation the intelligently SUV.

The type of this presupposition is existential presupposition. The presupposition conveys the existence of Nissan Terra is the intelligently SUV. In this presupposition, the reader understands that Nissan Terra has presented the intelligently SUV compared to other cars in the Mitsubishi class.

(6) All New Ertiga "The New Face of Urban MPV".

>> Ertiga is the car with an urban MPV.

The type of this presupposition is existential presupposition. This presupposition conveys the existence of New Ertiga. The reader can understand that New Ertiga cars are the car with the latest look that has the advantage of urban MPV.

(7) New Avanza "Part of Indonesia's Greatness"

>> New Avanza is Indonesia's greatness.

The type of this presupposition is existential presupposition. This presupposition conveys the existence of New Avanza. The reader can understand that New Avanza cars are part of Indonesia's greatness to give pleasure on an Indonesian family trip.

b. Factive Presupposition

This type is called factive presupposition since this presupposition derived from some verbs that can conclude a fact follows such as realize, know, and of phrases involving glad, regret, and odd. The verbs have an exact meaning that can be to denote facts. There are two car advertisements that contain factive presupposition that can be seen below:

(8) The All New Nissan Terra "The Intelligent SUV has arrived"

>> It has arrived of intelligent SUV.

The type of this presupposition is a factive presupposition. The use of the word "arrived" is a verb that indicates a fact that is believed to be true. This presupposition conveys the fact that Nissan Terra has arrived with the advantages of a smart SUV. Those who have this car can already feel the advantages.

(9) New Avanza "Part of Indonesia's Greatness"

>> It is mostly used by Indonesian people.

The type of this presupposition is a factive presupposition. This presupposition conveys the fact that we know New Avanza as the best-selling car in Indonesia and successfully to attract the people of Indonesia to buy this car.

c. Lexical Presupposition

In this type, the use of one form with its asserted meaning is conventionally interpreted with the presupposition that another (non-asserted) meaning is understood and it is also can be said that Lexical Presupposition is the assumption involving the lexical items in using word until the speaker can act as if another meaning (word) will be understood.

(10) Ignis "Gear to Ignite"

>> Ignis more powerfull.

The type of this presupposition is lexical presupposition. It means an implied meaning that this car will ignite your life to be more powerful but fuel-efficient.

(11) Delica "Go Tour with Royal Pleasure"

>> Delica makes your trip more enjoyable.

The type of this presupposition is lexical presupposition. The word pleasure in this presupposition stated an implied meaning that this car will make your trip more enjoyable.

(12) Almaz "Drive Unlimited Way"

>> Almaz gives a satisfying to drive.

The type of this presupposition is lexical presupposition. This presupposition stated an implied meaning that Almaz car is a powerful car because it is equipped with modern technology and smart multimedia so that it will give you new satisfaction in driving without limits.

(13) S.Cross “The New Tough Crossover”

>> S.Cross extraordinary tough for Crossover.

The type of this presupposition is lexical presupposition. This presupposition stated an implied meaning that S.Cross car looks tougher for the wade because of the body this car which was able to handle bad impact very well.

(14) Baleno “Gear to Define, The Complete Hatchback”

>> Baleno has a complete hatchback.

The type of this presupposition is lexical presupposition. This presupposition makes an assumption that Baleno tried to understand needs the consumer to have a car with the most complete hatchback feature for driving activities every day.

Discussion

According to findings the result of the research, it can be concluded that there was a significant difference between this study and other studies. In previous research, researcher mentioned two reviews of related literature; one of them is from (Hidayati, 2009), in her thesis under the title “Presupposition of Selected Taglines s in Outdoor Advertisement”. This thesis aimed to find out the types and meaning in sentences advertisement or taglines that exist in outdoor advertising. Finally, she concluded that all utterances or sentence have presupposition as the hidden meaning of what they (speaker or writer) mean. The similarity of her thesis with this thesis is same theory and uses advertisement into object of this research. But the difference of her thesis with this thesis is that he uses outdoor advertisement than this thesis uses car advertisement in the newspaper.

The last is (Aditya, 2014), in his thesis under the title “A Pragmatic Analysis of Presupposition in Genndy Tartakovsky’s Hotel Transylvania “. This thesis aimed to find out the types and interpretation of presupposition character in Hotel Transylvania movie and the implied meaning of the main characters. Finally, he concluded that presupposition can inform the truth of information containing utterance of speaker and to tell people how types of presupposition have become interpretation. The similarity of his thesis with this thesis is same theory of the research, but the difference of his thesis is his thesis uses movie in to object of this research.

From all of the explanation above about data analysis that had been gotten from the findings about the types of presupposition used in English taglines s of car advertisements in the newspaper, the researcher concluded that there are 3 types of presupposition found in English advertisement consists of existential presupposition, factive presupposition, and lexical presupposition. It can be seen from the explanation above. Most of car advertisements used existential presupposition.

Conclusion

In conclusion, the study come to two parts:Firstly, the types of presupposition found in English taglines s of car advertisements in the newspaper, and secondly the most dominant type of presupposition found in English taglines s of car advertisements in the newspaper.

The former, out of fourteen types of potential presupposition, there were only three types found. They are existential presuppositions, factive presuppositions, and lexical presuppositions were implied in the analyzed taglines.

According to the result of calculating the data. The most dominant type of presuppositions found is Existential Presuppositions, There are 7 Existential Presuppositions or about 50%. There are 2 Factive Presuppositions or about 14.3%. There are 5 Lexical Presuppositions or about 35.7%. For further research, it is suggested that it should observe presupposition for the implied meaning and related to the branding strategy. The next researchers can analyze the use of presupposition in different media or platforms such as movies, TV shows, in the novel or magazine in which there are other scopes of pragmatics such as entailments, deixis or implicatures.

References

- Aditya, B. N. (2014). A pragmatic analysis of presupposition in genndy tartakovsky's hotel transylvania. *Yogyakarta State University*.
- Fraenkel, J. R., Wallen, N. E., & Hyun, H. H. (2012). *How to design and evaluate research in education* (Vol. 7). McGraw-hill New York.
- Hidayati, S. (2009). Presupposition of Selected Slogan in Outdoor Advertisement. *Unpublished Research from Department of English Faculty of Letters University of Sumatra*.
- Kohli, C., Leuthesser, L., & Suri, R. (2007). Got slogan? Guidelines for creating effective slogans. *Business Horizons*, 50(5), 415–422.
- Mack, N. (2005). *Qualitative research methods: A data collector's field guide*.
- Spurgeon, C. (2007). *Advertising and new media*. Routledge.
- Subana, M., & Sudrajat, M. (2000). Statistik pendidikan. *Bandung: Pustaka Setia*.
- Syahril, A. S. (2017). *A Presupposition Analysis Of Sea Foam Short Story In The Jakarta Post On Monday, October 23rd, 2017* (Bachelor's thesis, Fakultas Adab & Humaniora).
- Yule, G., & Widdowson, H. G. (1996). *Pragmatics*. Oxford university press.