

CHAPTER I

INTRODUCTION

This chapter discusses about the introduction of the research. It consists of background of the research, setting of the research, limitation of the research, and formulation of the research. This research also discusses about purpose of the research, significance of the research, and definition of the key terms.

A. Background of the Research

Language is a human system of communication that uses arbitrary signals, such as voice sounds, gestures and written symbols. Language is the most effective tool of communication for people. Without language, the world cannot develop normally. Whatever doing in this world, people use language to express everything in our mind. The study about language is called linguistic. One of linguistics aspects is concerned with pragmatics. Rahayu (2015:61) says that language is a very important tool in the lives of children, as language to communicate with others.

Yule (1996, p. 3) states, “Pragmatic is concerned with the study of meaning as communicated by a speaker (writer) and interpreted by a listener (reader). It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. In other word, pragmatics is the study of speaker (writer) meaning.

One of Scopes of pragmatics is presupposition. Yule (1996, p. 25) states, “A presupposition is something the speaker assumes to be the case prior to make

3. Advertisement

Hidayati (2010 : 13) states, “ The term advertising is closely related to marketing strategy. In marketing strategy, advertising can be include into the promotional part.” It means that advertisement a way to introduction the product to consumer and how to they want to sell the products.

4. Slogans

Slogan is the short phrase used by company in its advertisements to reinforce the dientity of brand (Geoffrey in Pavel,2015,p.110). Slogans are more powerful than companies’ logos and can be easily remembered and recited by people. In other hand, with slogan someone can easy remember what advertiser use in a slogan advertisement.

CHAPTER II

REVIEW OF RELATED LITERATURES

This chapter discusses about the introduction of the research. It consists of review of related theories, review of related findings and conceptual framework. It is helps the readers more knows about the meaning of pragmatic presupposition and the types of presupposition. The research in this chapter, expects to provide readers with background knowledge for better understanding of the research of the paper.

A. Review Of Related Theories

1. Language in Context (Pragmatics)

According to Yule (1996:3) states that pragmatics is concerned with the study of meaning as communi cated by a speaker (writer) and interpreted by a listener (reader). It has, consequently, more to do with analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. It means pragmatic is the study of speaker meaning.

This type of study necessarily involves the interpretation of what people mean in a particular context and how the context influences what is said, it requires a consideration of how speakers organize what they want to say in accordance with who they're talking to, where, and under what circumstances.

This approach also necessarily explores how listeners can make inferences about is said in order to arrive at an interpretation of the speaker's intended

meaning. This type of study explores how a great deal of what is unsaid is recognized as part of what is communicated. It is the investigation of invisible meaning. On the assumption of how close or distant the listener is, speakers determine how much needs to be said.

Based on the explanation above, pragmatics is the only one allowing human into the analysis because through pragmatics one can talk about people's intended meanings, their assumptions, their purposes, and the kinds of action such as requests and apologizes when they speak.

2. Scope of Pragmatics

The scope of pragmatics according Yule (1996:9) describes that a separate field in linguistics is deixis, entailment, implicature, and presuppositions.

2.1. Deixis

Deixis is a technical term for one of the most basic things that do with utterances. It means 'pointing' via language. Any linguistic form used to accomplish this 'pointing' is called a deictic expression. Indeed, deictic expressions have their most basic uses in face-to-face spoken interaction where utterances such as are easily understood by the people present, but much need a translation for someone not right there.

For example:

Jim: "I'll put this here"

From the sentence, listeners can understand that Jim was telling Anne that he was about to put an extra house key in one of kitchen drawers. It can be seen two deictic expressions 'this' and 'here'. The deictic expressions being 'near speaker' versus 'away from speaker' because deixis is clearly a form of referring that is tied to the speaker's context.

2.2. Entailment

Yule (1996:25) stated that entailment is something that logically follows from what is asserted in the utterance. Sentences, not speakers have entailments. It can identify some of the potentially assumed information that would be associated with the utterance of *Mary's brother bought three horses*. The sentence will be treated as having entailments that *Mary's brother bought something, bought three animals, bought three horses*. These entailment follow from sentence, regardless of whether the speaker's beliefs are right or wrong, in fact.

2.3. Implicature

Yule (1996:131) states that implicature is something must be more than what the word mean. It is an additional conveyed meaning. It means the implicature of the conversation is what the implied, suggested, or intended by the speaker is not literally expressed in utterance.

Example:

Budi: "Can you tell me the time?"

Jatmiko: "Well, the milkman has come".

The answer to that question seems irrelevant to Budi's request for time, but Jatmiko actually wants to say that he does not know exactly what time it is at that time. He hopes the pen can overhaul his own time by saying that the milkman has arrived. In this context, it seems that the speaker and the opponent are equally informed of the hour when the milkman usually comes.

2.4.Presupposition

Many researchers have some different definition about presupposition. So, the researcher tries to take some theories about definition of presupposition. Hidayati (2010, p.27) states that presupposition are used to suppose what want to be done or through while talking overtly about something else. The study of presupposition of the background assumptions made in the process of communication.

An addition Yule (1996, p. 25) states that the presupposition is something the speaker assumes to be the case prior to making in utterance. Speakers continually design their linguistic message on the basis of assumptions what their hearers already know. What is the speaker assumes is true or is known by the hearer can be describes as apresupposition. Presupposition is a necessary condition on the truth or falsity of statements Frege (1892, p.56), a pragmatic presupposition is a restriction on the common ground, the set of presupposition constituting the current context.

Thus, based on the some explanation of some theories above, the reseacher can conclude that, the presupposition is a referring to the logical meaning of a

sentence or meanings logically associated with or entailed by a sentence. The study of presupposition of the background assumptions made in the process of communication. The presupposition also refers to assumption of the speakers to be interpreted by the listeners. In this research the speakers as the advertisers and the listeners as consumers.

3. The Types of Presupposition

Presupposition is something the speaker assumes to be the case prior to making in utterance. There are some types of presupposition. They are existensial presupposition, factive presupposition, lexical presupposition, structural presupposition, non-factive presupposition, counterfactual presupposition.

According to Yule (1996, p.27), they are six types of presupposition it can be seen in the following the table. They are:

Table 1. Types of presupposition by Yule

No	Types of presupposition	Definition of types of presupposition
1	Exsistensial Presupposition	This type is assumption assumed which committed to the existence of the entities named by speaker (writer) and assumed present in a noun phares.
2	Factive Presupposition	The presupposed information following a verb like ‘know’ can be tread as a fact and is described as a factive presupposition.

3	Lexical Presupposition	This is assumption that in using one word, the speaker can act as if another meaning (word) will be understood.
4	Structural Presupposition	In this type, the assumption is associated with the use of certain words and phrases and assumed to be true.
5	Non-factive presupposition	This types is an assumption that is assumed not to be true. In this type, verb like dream, pretend and imagine are used with the presupposition that what follows is not true.
6	Counterfactual Presupposition	The assumption that what is presupposed is not only true, but is the opposite of what is true or contrary to facts is counterfactual presupposition.

Source : Yule,1996

The term presupposition refers to those assumptions which appear to be built into the linguistic structure of texts and which relate linguistic structure to extralinguistic context in terms of the inferences which are expected to be made about the context, Levinson (1983, p. 68). According to Yule (1996, p. 27) in the analysis of how speaker's assumptions are typically expressed, presupposition has been associated with the use of a large number of words, phrases, and structures.

3.1. Existential Presupposition

The Existential Presupposition is not only assumed to be present in possessive constructions for example, ' your car' >> ' you have a car', but more

generally in any definite noun phrase. By using any of the expressions in ‘ the King of Sweden, the cat, the girl next door, the counting crows’, the speaker is assumed to be committed to the existence of the entities named.

It means that existential presupposition is an existing presupposition not only assumed in a possessive order, but also more general or wider to in a certain noun phrase. This presumption shows ownership, but more broadly the existence or existence of statements in the speech.

3.2. Factive Presupposition

The reader shall reconsider the basis of existential presupposition later, but first we should note that there was a different type of presupposition present in ‘every knows that Jhon is gay’. In ‘ every body knows that Jhon is gay’ , the verb ‘know’ occurs in a structure, ‘everybody knows that Jhon is gay’, with Jhon is gay as the presupposition. The presupposed information following a verb like ‘know’ can be treated as a fact, and is described as a Factive Presupposition. It means that factive presuppositions are the information that is supposed to be following a verb can be considered a reality.

Example :

- | | |
|--|----------------------|
| 1. She didn't realize he was ill | (>> He was ill) |
| 2. We regret telling him | (>> We told him) |
| 3. I wasn't aware that she was married | (>> She was married) |
| 4. It isn't odd that he left early | (>> He left early) |
| 5. I'm glad that it's over | (>> it's over) |

3.3. Lexical Presupposition

There are also a number of other forms which may best be treated as the source of Lexical Presuppositions. Generally speaking, in lexical presupposition, the use of one form with its asserted meaning is conventionally interpreted with the presupposition that another (non –asserted) meaning is understood. It means that lexical presupposition is the assumption that interpreted another meaning that not state. Each time say that someone ‘managed’ to do something, the asserted meaning is that the person succeeded in some way. When say that someone ‘didn’t manage’, the asserted meaning is that the person did not succeed. In both cases, there is a presupposition (non –asserted) that the person’tried’ to do that something.

So, ‘managed’ is conventionally interpreted as asserting ‘succeeded’ and presupposing ‘tried’. Other examples, involving the lexical items.

1. He stopped smoking (\gg He used to smoke)
2. They started complaining (\gg They weren’t complaining before)
3. You’re late again (\gg You were late before)

In the case of lexical presupposition, the speaker’s use of a particular expression is taken to presuppose another (unstated) concept, whereas in the case of a factive presupposition, the use of particular expression is taken to presuppose the truth of the the information that is stated after it.

3.4. Structural Presupposition

In addition to presuppositions which refers to structures certain sentences are conventionally interpreted with question words (when and where), there are also Structural Presuppositions. In this case, certain sentences structures have been analyzed as conventionally and regularly presupposing that part of the the structure is already assumed to be true. We might say that speakers can use such structures to treat information as presupposed (assumed to be true) and hence to be accepted as true by the listener.

For example :

1. When did he leave (>> He left)
2. Where did you buy the bike (>>You bought the bike)

The type of presupposition illustrated in examples can lead listeners to believe that the information presented is necessarily true, rather than just the presupposition of the person asking the question. Such structurally- based presuppositions may represent subtle ways of making information that the speaker believes appear to be what the listeners should believe.

3.5. Non-Factive Presupposition

A Non- Factive Presupposition is one that is assumed not to be true.

Example :

1. I dreamed that I was rich (>> I was not rich)

2. We imagined we were in Hawaii (>> We were not in Hawaii)
3. He pretends to be ill (>> He is not ill)

The existence of non-factive presuppositions is part of an interesting problem for the analysis of utterances with complex structures, generally known as ‘ the projection problem’, to be explored in the next section.

3.6. Counterfactual Presupposition

In addition, counterfactual presupposition is the assumed not only incorrect, but also the opposite of the true or not reality.

Indicators of potential presuppositions discussed so far are summarized in Table 2.

Table 2. Example

No	Type	Example	Presupposition
1	Existential	The X	>> X exists
2	Factive	I regret leaving	>> I left
3	Non- factive	He pretended to be happy	>> He wasn't happy
4	Lexical	He managed to escape	>> He tried to escape
5	Structure	When did she die ?	>> She died
6	Counterfactual	If i weren't ill	>> I am ill

4. Advertisement

Advertisement is a mass communicating of information intended to persuade buyers to buy products with a view to maximizing a company's profits. As the process of buying sponsor – identified media space or time in order to promote a product or an idea, we can be found the advertisement in television, magazine, newspaper, and etc.

So many definition about advertisement, in this case, the researcher tries to take some theories about advertisement. According to Welukar (2011, p. 2) advertisement is used for communicating business information to the present and prospective costumers. It usually provides information about the advertising firm, its product qualities, place of availability of its products, etc. It explain that the advertisement as facilitates consumer choice. It enables consumers to purchase goods as per their budget requirement and choice. Right choice makes consumer happy and satisfied.

Hidayati (2010, p. 13) states that the term advertisement is closely related to marketing strategy. In marketing strategy, advertisement can be included into the promotional part. Advertisement coast much money for paying the media, which is selected.

So, every company must be able to choose the right media to advertise their product. The advertisement is a sales massage, directed at a mass audience that seeks through persuasion to sell goods, services, or ideas on behalf of the paying sponsor, Burke (1980, p.6).

Welukar (2011, p. 4) states that advertising has seven important, namely (1) production of sales, (2) introduction of new product, (3) creation of good public image, (4) mass production, (5) research, (6) education of people, (7) support to press. Therefore, advertising has become an essential marketing activity in the modern era of large scale production and serve competition in the market. Thus, in making advertising, the above seven important must be referred to. Therefore, language of advertising is worth studying.

Advertisements also have purpose. Advertising is used for communicating bussiness information to the present and prospective customers. It usually provide provides information about the advertising firm, its product qualities, place of avaibility of its products, etc. Advertisement is indispensable for both the sellers and the buyers.

In addition the purpose of advertisement are to persuade, get attention, hold attention, and create impression of a problem can be solve only by using the product or service. Finish with strong conditional, logical, or ethical appeal to motivate audience to take action.

Thus, the researcher can concluded about advertisement that, an advertisement is the advertisement is a sales massage, directed at a mass audience that seeks through persuasion to sell goods, services, or ideas on behalf of the paying sponsor. It usually provide provides information about the advertising firm, its product qualities, place of avaibility of its products, etc. we can be found the advertisement in television, magazine, and newspaper.

Jefkins in Hidayati (2010) divides type of advertisements into seven types:

1. Consumer Advertisement

Consumer advertising includes about a variety of goods consumed or used by the community, such as :

- a. Consumer Goods, such as groceries. Shampoo, soap.
- b. Durable goods, such as residential buildings, cars, jewelry.
- c. Consumer services, such as services for security and welfare such as Banks, Insurance, Investment.

2. Business-to- business advertisement

The purpose of advertising between businesses is to promote non-consumer goods and services, which means both advertisers and advertisers alike. The advertised product is intermediate goods that must be processed into the elements of production. Included here is intermediate goods that must be processed or become elements of production. Included here are advertisements of raw materials, components, parts, and accessories, factory and machinery facilities, and services such as Insurance, office stationery supplies and others

3. Trade Advertisements

The function of trade advertising is to provide information to traders or merchants about the items available for resale, whether by reminding them of famous brands, introducing new items or not selectively announcing special

things to help retailers hawk Such items as discounts, new packaging, plans for consumer advertising campaigns or sales promotions.

4. Retail Advertisement

This advertisements has different character between trade advertisements and consumer advertisements. The example of this advertisement is advertisements which make by supermarket or big shops.

This advertisement is there in all shops location. The use of retail ads is as follows:

- a. Popularize the company, lure consumers with certain promises, and with respect to stores or retailers
- b. Sell items that are exclusive to a particular store
- c. To sell stock or store, may also promote seasonal goods of its nature, to display a careful pattern of product selection, or to announce special offers.

5. Cooperative Advertisements

An advertising support provided by the company or factory to retailers of its products is also commonly called the term "vertical advertising cooperation". Advertising collaboration is an important side and its own retail and shape advertising, for example, logo usage, co-financing, art-work supplies, all supplier costs and distribution lists.

6. Financial Advertisements

The purpose of financial advertising is usually to raise loan funds or offer capital, either in the form of insurance, stock sales, bonds, debt or pension funds. But it could also be the announcement or financial report of a company to the public, which is one of its aims, of course, to show how solid the financial is concerned.

7. Recruitment Advertisements

This type of advertisement aims to recruit prospective employees (such as members of the police, armed forces, private companies, and other public bodies). And the form is between the ad column that promises the secrecy of the applicant (classified) or a regular leaflet ads.

5. Cosmetic Advertisement

Tranggono (2007) states that Cosmetic is the alloy material is ready for use on the outside of the body such as epidemics, hair, nails, lips, teeth and oral cavity among other things to clean up, add to change appeal, change the appearance, protecting remains in good condition, improve body odor, but not intended to treat or cure a disease.

According to the regulations of the Republic Indonesia's Health Minister, cosmetics divided in 13 preparations. (Tranggono,2004)

1. Preparation for the baby, such as baby oil, and baby powder.
2. Preparation for toiletries, such as soap and facial foam like Lux, Biore Whitening Scrub, Men's Biore, and Nivea Men's.
3. The preparation for the eyes, such as Mascara
4. The sweet fragrance preparation, for example Perfume like Izzi
5. The preparation for the hair, shampoo like Makarizo, Zinc, TRESemme and Sunsilk Summer Fresh.
6. The hair coloring preparation, such as hair dye like Sasha.
7. Make up Preparation (except for the eyes), For example Powder, Lipstick and others. Like Wardah, Sariayu Tren Warna 2011, Nivea, Pixy, Silky Girl, L'Oreal, Viva cosmetics, and Revlon.
8. Preparation for oral hygiene, for example toothpaste and mouth washes.
9. Preparation for cleanliness of the body, such as Deodorant like Rexona.
10. Nail's preparation, such as nail polish and nail lotion.
11. The skin care preparation, such as cleansing, moisturizing, and protective like Emeron Lovely and Marina UV White.
12. The shaving preparation such as Shaving soap.
13. The preparation for sunscreen example sunscreen foundation.

Cosmetic Advertisement is one of the most interesting types of commercial commodity to take account to investigate other than other products. (Manurung, 2015). 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 included in consumer Advertisement that people daily necessity. Such as food and beverage, shampoo, cigarette, etc.

One reason 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.

6. Slogans

Slogans are a familiar features of advertising. Its element in advertisement strategy. A slogan placed at the end of an advertisement is a farewell statement that follows the company logo and should leave a lasting impression.

Geoffrey in Pavel (2015,p.110) states that a slogan is the short phrase used by company in its advertisements to reinforce the dientity of brand. Slogans are more powerful than companies' logos and can be easily remembered and recited by people. Moreover, the scholar maintains that slogans have to clearly state the main idea of the advertisement, they have to be easy to understand.

According to Mauro, et.al in Cahaya (2015,p.8) says that purpose of the slogan as an expression of the brand also gives much resemblance to its origin as it keeps the primordial role of mobilization for determined action. Regarding the form it is important taht the slogan be short, consice, clear and simple.

Slogans must be precise as well in order to be effective. Those few words used in the slogan must convey exactly what to achieve. Slogans that leave the readers guessing or confused will give them a much harder time understanding the brand being promoted. (Puspasari, 2013, p. 10).

Therefore, we cannot treat slogans as merely simple rhetorical performance as they have such a power in their appeal strategy. There is something behind simple and brief words. It is the presupposed meaning that can attract people"s attention known as presuppositions. They also enable slogans to be recognized instantly and understood by people. Thus, the slogans are worth analyzing.

Based on the explanation above, the researcher can concluded that slogan is a distinctive or identifying phrase often used in advertising or to represent a product.

A. Review of Related Findings

This research has been tried by some other researcher. Firstly, Sri Hidayati (2010) conducted a research with title *Presupposition of Selected Slogans In Outdoor Advertisement*. This research conducted by using qualitative design. The objectives of this research were to find out the presuppositions of selected slogan in outdoor advertisements and analyze the type of presupposition of selected slogan in outdoor advertisement. In this research the writer focuses in costumer advertisements which found in outdoor in Medan. It showed that the most type of presupposition in slogan of outdoor advertisement in Medan.

Secondly, Ririen Maryatun (2010) conducted a research on *Presupposition on English Slogan of Food and Beverage Slogan Advertisement in Television*. The purpose of this research to find out the Presupposition meaning of English food and beverage advertisement slogan in television. The researcher focuses particularly on the analysis of presupposition meaning of English food and beverage advertisement slogan in television. It is because the ads are common and available in every television channels.

Thirdly, Mandy Simon (2003) conducted a research with a title *Presupposition and Accommodation: Understanding the Stalnakerian picture*. This research focused around one particular complication with which the Stalnakerian view has contended from the first. This is the well known fact that a speaker need not actually believe that the presuppositions of the sentences she utters are part of the accepted background information at the time of utterance.

It is quite common and natural for speakers to use presupposing sentences to inform their hearers that the presuppositions are true (or at least, that they believe so, or intend their hearers to believe so). This is particularly unproblematic when the presupposition is uncontroversial information which is secondary to a speaker's main point.

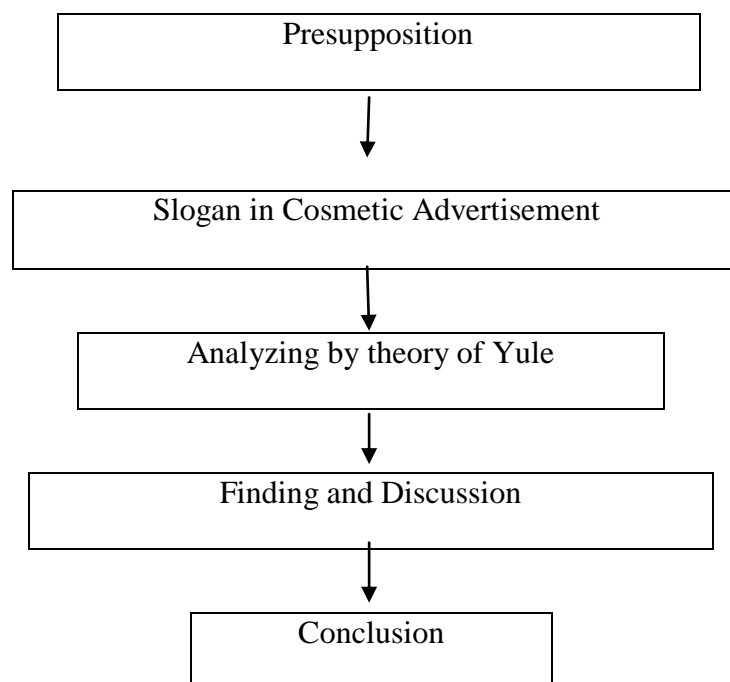
Fourthly, Atika Puspasari (2013) conducted a research with the title *Presuppositions In The Slogans Of Indonesian Universities*. The objectives of this research were to identify and analyze the presuppositions implied in the slogans of Indonesian universities which are listed in the General Directorate of Higher Education website, and to discuss pragmatic transfer found in the English version of those slogans. The objects of the study were slogans of Indonesian universities. This research used documentation technique in collecting the data. Then, qualitative method with triangulation was applied by the writer in analyzing the data. The findings showed that existential, factive, and lexical potential presuppositions were implied in the analyzed slogans.

Based on contribution study above, the researcher considered positive contribution of that conducted research. As a note that none of them conducting research in slogans of cosmetic advertisement. In this paper, the researcher wants to know the meaning and types of presupposition in slogan of cosmetic advertisement.

B. Conceptual Framework

Conceptual framework is the concept that researcher used to plan the research. A conceptual framework is an analytical tool with several variations and context. It uses to make conceptual distinction and organize ideas.

Figure 1 : concept of the research



In this research, the researcher analyzed the presupposition in slogans of cosmetic advertisement. In this case, they are many interpretations of slogan. For this research, the researcher found out slogans of cosmetic, to determine the presupposition in slogans of cosmetic advertisement the research analyzed the meaning by using Yule's theory. After analyzed by using Yule's theory, the researcher presented the result of analyzing the presupposition in slogans

advertisement. The last step, the researcher made conclusion about analysis of presupposition in slogan of cosmetic advertisement.

CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses about the research methodology of the research. It consists of research design, object of the research. This chapter also discusses about technique of collecting data and technique of analysis data.

A. Research Design

The design of this research was a qualitative research. According to Widoyoko (2012), qualitative research describes the way things are which is based on facts and stated in statement or words form. In addition, qualitative research takes place in the natural setting of language usage, enable the researcher to make interpretation of the data. It also involves non-numerical data like observation, interview, and other more sources information.

B. Object of the Research

The Object of this research was the presupposition in slogans of cosmetic advertisements. The slogans of cosmetic consist of 25 slogans, they were :

1. Wardah; one brand of beauty products that exist in Indonesia, Lipstick, facial makeup, and perfume are variants product from wardah. “Inspiring beauty” was the slogan of Wardah cosmetic advertisement.
2. Sariayu Tren Warna 2011; Sariayu always raised the natural and cultural richness of Indonesia into commitment, besides launching color trends, Sariayu also present special collections, namely Eye Shadow Palette consisting of 25

colors best selection of Sariayu Color Trends 1987-2011. The Colors of Asia" was the slogan of Sariayu advertisement.

3. Pond's; style guarantees the delivery of products and understanding routines and needs of female beauty. "White beauty is the slogan of Ponds' advertisement.
4. Sunsilk Summer Fresh; Sunsilk shampoo was one of the oldest brands in Indonesia and has several variants to meet the needs of Indonesian Women's hair. Sunsilk Summer Fresh is the one of variants Sunsilk shampoo with the slogan advertisement "Get it while it's Hot".
5. Lux; Lux beauty soap brand is managed by Unilever. Besides soap, Lux also includes a brand shampoo, shower gel and conditioner. The slogan of Lux was "Just A little Lux".
6. Nivea; Nivea was a brand of cosmetics manufactured by Beiersdorf AG. The products produced by Nivea include soap, lipstick, moisturizer and much more in Indonesia. The slogan of cosmetic Nivea was "Home of skin care product".
7. Nivea Men's; Nivea men's was facial soap to man with the slogan "It starts with you".
8. Sasha; The slogan of Shasa advertisement was "My color full". To created a more attractive appearance could be done with good makeup. For coloring hair, could used the Sasha production of Kino.
9. Pixy; PIXY understand the true meaning of beauty by featuring cosmetics developed from the best of everything from the Japanese for beautiful Asian women. The series of products which include: Base makeup, Purifying

(cleansing), Conditioning (moisturizer), and Decorative (Makeup) makes you appear with actual Asian beauty. The slogan of Pixy advertisement was “Two way Whitening”.

10. Makarizo; Makarizo was a company and brand name hair care products. Makarizo also committed to deliver products that are environmentally friendly. They come with the slogan “ Healthy beauty”.
11. Silky Girl; SILKYGIRL’s brand personality was fun, young, colorful and exudes confidence. The core promise of the brand was delivered through the latest color trend and high quality specifications of the products. The slogan of Silky Girl advertisement was “Unleash your confident”.
12. TRESemme; a hair product that has been popular in the world, now present in Indonesia. The slogan of TRESemme advertisement was “used by professional”. But as the number of women who want to get to see everyday salon, TRESemme sold freely.
13. Rexona; Antiperspirant deodorant brand Rexona was the world's leading manufactured by Unilever. The slogan of Rexona advertisement was “ Won’t let you down”.
14. IZZI; IZZI targeting the consumer target girls Indonesia, IZZI provided a range of fragrance products consist of IZZI Body Mist, Splash Cologne and Deodorant Roll On. The slogan of IZZI advertisement was “Get IZZI Get Love”.
15. Viva Cosmetics; Viva Cosmetics provided care products and beauty of the body from head to toe and each product has several types that were tailored to

its physical condition. The slogan of Viva Cosmetics advertisement was “The tropical skin”.

16. Nourish Skin Nutrition; Nourish Skin Nutrition was one skin health supplement products that can provide adequate nutrition to the skin needs. Brightens skin from within and reduce spots and acne scars. The slogan of Nourish Skin Nutrition advertisement was “Makes my skin healthy”.
17. L’oreal Paris; Bring the makeup products with the quality and the colors are adapted to the needs of Indonesian women and skin color. The slogan of L’oreal Paris advertisement was “Because you’re worth it”.
18. Emeron Lovely; Emeron Lovely with whitening formula vitacinamide and selected natural ingredients, for more natural radiant skin, moist and healthy. The slogan of Emeron Lovely advertisement was “Spread your glow”.
19. Biore Whitening Scrub; It was the soaps of variants product Biore skin always clean. The slogan of Biore Whitening Scrub advertisement was “Pure Beauty”.
20. Marina UV white; Marina UV White Bright & Fresh Hand & Body Lotion clinically proven by dermatologists make whiter skin evenly. The slogan of Marina UV white was “Be bright be fresh”.
21. Men’s Biore; Men’s biore was the one of facial foam by Biore. Skin care products made specifically for men. The slogan of Men’s Biore was “Face it like a man”.
22. Zinc; Zinc Shampoo Anti-Dandruff shampoo that was designed specifically to address the problem with dandruff, with the content of the right to

eliminate dandruff. The slogan of Zinc shampoo was “More than with dandruff shampoo”.

23. Maybelline; Maybelline was an international cosmetic products which founded in 1915 by T.L. Williams in New York, United States. Maybelline first coined the slogan "Maybe She's Born With It, Maybe It's Maybelline" in 1991 and still in use today.
24. Revlon; Revlon expands its product range with lipstick. The slogan of Revlon advertisement was “Love is On”.
25. Natur E; Natur Product E was one of skin care products and the right face, which benefits greatly Natur E good for skin health and overall body skin. The slogan of Natur E advertisement was “I’m beautiful”.

The research focused in analyzing the slogans above based on theory of Yule about the presupposition.

C. Technique of Collecting the Data

According to Widoyoko (2012:33) collecting the data of this research is intended to get the data, explanation, facts and accurate information. It means, the purpose of collecting the data was to find the data and to get information about the research.

The researcher found slogan of advertisement from internet in some webs:

www.bitebrands.co/2015/12/contoh-slogan-merek-produk-perusahaan-terbaik-populer.html, <https://id.m.wikiquote.org/wiki/daftar-slogan-iklan.html>, www.syifanurhanna.blogspot.co.id/2011/12/slogan-kosmetik.html to get

information. The researcher collected the slogan of cosmetic advertisement and puts 25 slogans from the webs. The researcher gave coding for every 25 slogans of cosmetic in advertisement. This way helped the researcher in analyzing the types and meaning of presupposition in slogan of cosmetic advertisement.

D. Technique of Analyzing the Data

After collecting the data, the researcher analyzed the data through descriptive method. This way helped the researcher to get the types and meaning of presupposition in slogans of cosmetic advertisement. Then, the researcher analyzed the advertisement by using Yule's theory. On the other hand, this theory also could help the researcher to analyze the data, it means Classifying based on the types and meaning in the slogans of cosmetic advertisement.

The last step was presenting the result of this research. The researcher presented the result of advertisement slogans by using the formal and informal method. It could give clearer explanation about result of the research.