

**THE PRESUPPOSITION IN SLOGANS OF
COSMETIC ADVERTISEMENT**

A THESIS

**Intended Fulfill One of Requirements for Sarjana Degree
in English Study Program**



BY:

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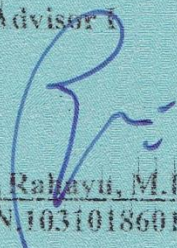
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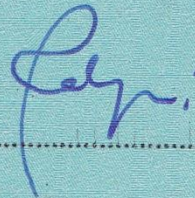
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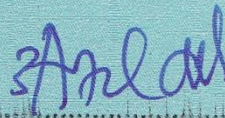
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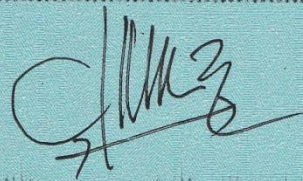
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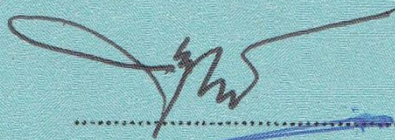
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Statement of Academic Integrity

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State that the thesis I have written entitled “The Presupposition in Slogans of Cosmetic Advertisement” to meet one of the requirements for Sarjana Degree in English Study Program in Faculty of Teacher Training and Education UPP is my own work, while the material in the thesis quoted from other sources have been clearly stated based on the norms and ethics of scientific writing. However, if later discovered that all or some parts of the thesis are not my own work or I have committed plagiarism, I will take the consequence my degree is removed as well as taking other sanctions according to the existing law.

The Researcher,

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ABSTRAK

MIYA AUDINA.2017. PRESUPPOSISI DI SLOGAN IKLAN KOSMETIK.

Slogan adalah fitur iklan yang familiar. Slogan digunakan pengiklan untuk menarik perhatian konsumen terhadap produknya. Dalam sebuah slogan mengandung makna yang sulit diketahui.

Di skripsi ini, peneliti hanya fokus di slogan iklan kosmetik. Tujuan dari penelitian ini untuk menemukan praanggapan dan jenis dari praanggapan dalam slogan iklan kosmetik. Penelitian ini menggunakan kualitatif penelitian. Slogan yang diambil sekitar 25 slogan iklan kosmetik.

Data dianalisa menggunakan teori Yule 1996. Arti dari slogan mengasumsikan pesan yang ingin disampaikan oleh pengiklan terhadap konsumen. Hasil dari penelitian ini adalah semua slogan mempunyai asumsi dasar. Dari analisis adalah terdapat 4 jenis presupposition: 15 existential presupposition, 6 lexical presupposition, 3 factive presupposition , 1 non-factive presupposition.

Kata Kunci : Presupposition, Slogan, Iklan.

ABSTRACT

MIYA AUDINA. 2017. THE PRESUPPOSITION IN SLOGAN OF COSMETIC ADVERTISEMENT.

Slogan is a familiar advertising feature. Slogans are used by advertisers to attract consumers' attention to their products. Slogan contains a difficult meaning to be known.

In this thesis, researcher only focuses on the slogan of cosmetics. The purpose of this research was to find out the presupposition and the types of presupposition in slogans of cosmetic advertisement. This research used qualitative research. It took about 25 slogans cosmetic advertisement.

Data was analyzed by using Yule's theory (1996). The meaning of the slogan was to represent assumed the advertiser's message to consumers. The results of this research are all slogans have presupposition. From the analyzes are 4 types of presupposition: 15 existential presuppositions, 6 lexical presuppositions, 3 factive presuppositions, 1 non-factive presupposition.

Keywords: Presupposition, Slogans, Advertisement.

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The writer admits that this thesis is still far from being perfect. Therefore constructive advise and critic from the readers will much appreciate. However, the writer also hopes that this thesis can be useful to the development of science and technology especially in education.

Pasir Pengaraian, August, 16th2017

Miya Audina

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