

Pragmatic Presupposition on Television Commercial Utterances (Case Study on *Djarum's* Brand)

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ABSTRAK

Praanggapan atau presuposi merupakan suatu prakeadaan yang diasumsikan dari suatu ujaran. Skripsi ini mencoba menjelaskan praanggapan dalam iklan televisi, dalam hal ini iklan rokok dari merek Djarum yang tayang selama tahun 2012.

Tujuan dari penelitian ini adalah penulis ingin mendeskripsikan jenis praanggapan pada ujaran-ujaran yang terdapat pada iklan Djarum. Di samping itu, penelitian ini juga mencoba menjelaskan fungsi dari jenis praanggapan pada struktur analisis wacana periklanan dari masing-masing ujaran.

Dalam menganalisa data, penulis menggunakan metode agih. Teknik yang digunakan adalah teknik dasar (bagi unsur langsung), dan teknik lanjutan yang berupa teknik ganti, perluas, ubah wujud, dan negasi. Data didapat dengan menggunakan teknik dokumentasi berupa pengumpulan data dari website. Kemudian data dipilih dengan menggunakan purposive sampling. Data yang dianalisis adalah ujaran-ujaran dalam iklan yang mengandung indikator praanggapan. Data disajikan dalam bentuk deskriptif kualitatif.

Hasil penelitian menunjukkan bahwa 18 ujaran dari 66 ujaran yang terdapat pada 14 iklan televisi Djarum mengandung indikator praanggapan. Penulis juga menemukan jika satu ujaran mempunyai kemungkinan mengandung dua indikator praanggapan yang dapat dikategorikan menjadi dua jenis praanggapan yang berbeda. Ujaran yang mengandung indikator praanggapan tersebut dapat dikategorikan menjadi jenis praanggapan, yaitu: 12 Existential Presupposition (52,2%), 2 Factive Presupposition (8,7%), 3 Lexical Presupposition (13,1%), 3 Non-factive Presupposition (13,1%), 2 Structural Presupposition (8,7%), dan 1 Counterfactual Presupposition (4,2%).

Kata kunci: praanggapan, pragmatik, ujaran, iklan televisi, rokok, Djarum

1. Background of the Study

Language decides on how the advertisements can attract the consumer. Advertisements have to promote their products to the consumer. They need their products more well-known to the consumer. To know the advertisements goals, we can also use pragmatic approach. It can be used for analyzing the advertisement's promotion way. *Djarum* is one of the biggest brands of the cigarettes product in Indonesia. The *Djarum* brand's television commercials have frequently appeared on television. The advertisers promote their products using non-direct persuasive advertising. It makes the advertisers produce an interesting and unique advertising.

The *Djarum*'s brand advertisers have to persuade the consumer with a creative way. They deliver not only an attractive visualization, but also an attractive utterance. The attractive utterance is used for attracting potential consumers' attention, interest, awareness, and action to achieve the product's messages. The utterances should be fortified with a same assumption of shared knowledge by speaker and hearer. The similarity of these assumptions is precondition assumption of utterances, so the utterances do not need to be explicitly communicated. Since the correlation between these assumptions have an important role in creating a purpose of advertising, the writer tries to analyze utterance on *Djarum*'s brand television commercial use pragmatic presupposition approach.

2. Underlying Theory

To better understand how the utterances occur in *Djarum*'s brand television commercials, the writer uses Yule's theory. The writer will explain the function of each presupposition type on the advertising structure to know how the presupposition can attract consumers' attention, interest, and awareness. It can also change consumers' action, so they can get messages from the product.

2.1 Presupposition

Keenan (1971) and McCawley (1981:236-7) in Ibrahim (1993:341) state that there are only two kinds of presupposition: semantic presupposition that can be related to analysis of assertion and negation, and pragmatic presupposition can be stated on the using of the right concept. Keenan (1971) in Levinson (1983:177) said that pragmatic presupposition described as a relation between a speaker and the appropriateness of a sentence in a context. Some linguists state that pragmatic presupposition should involve a context.

2.2 Pragmatic Presupposition

Pragmatics is one of linguistic branch. Levinson (1983:202) mentioned that an utterance A pragmatically presupposes a proposition B if A is an appropriate only and if B is mutually known by participants. Due to study the presupposition, we have to involve the shared knowledge. For example, there are two sentences that first sentence contains proposition and the second sentence too.

Example: (1) Dean's car is luxurious.

(2) Dean has a car.

From the example above, it can be said that first sentence presupposes second sentence (1>>2). If we change first sentence in negation, it will not change the truth condition in second sentence.

(1) Dean's car is not luxurious.

(2) Dean has a car.

2.3 Indicator of Potential Presupposition

Indicator of potential presupposition is Yule's theory to divide presupposition type, which can only become actual presupposition by considering the contexts. Yule (1996:27-30) divides the presupposition types into six based on the indicator of potential presupposition.

a. Existential Presupposition

Existential presupposition is not only assumed to be present in possessive constructions, but more generally in any definite noun phrase (Yule, 1996:27).

b. Factive Presupposition

This presupposition derived from some verbs that can conclude a fact follows. The verbs have an exact meaning that can be treated as a fact (Yule, 1996:27).

c. Lexical Presupposition

The use of one form with its asserted meaning is conventionally interpreted with the presupposition that another (non-asserted) meaning is understood (Yule, 1996:28).

d. Non-factive Presupposition

Examples of non-factive presuppositions associated with a number of verbs in English. A non-factive presupposition is information that assumed not to be true (Yule, 1996:29).

e. Structural Presupposition

This presupposition is associated with the use of certain words and phrases. In structural presupposition, certain sentence structures have been analyzed as conventionally and regularly presupposing that part of the structural already assumed to be true (Yule, 1996:28).

f. Counterfactual Presupposition

A counterfactual presupposition has a meaning that what is presupposed not only not true, but it is the opposite of what is true, or 'contrary to facts' (Yule, 1996:29).

2.4 Context

In which presuppositions are assumed to be true we have only considered context (Yule, 1993:29). According to Widdowson (2007:19-26), context is aspects of extra-linguistic reality that are taken to be relevant to communication. Context is the common knowledge of the speaker and the hearer involved in a conversation.

2.5 Television Commercial

The television commercial elements are not well fulfilled without attractive script. Text has a role to influence the attractive script. Advertisers will deliver text sometimes in spoken text or written text, or in both of them. To study them, we need discourse analysis of advertising. According to

Bolen (1984) in Adiel (2009) discourse analysis of advertising contains three structures as forming element based on their own proposition steps to achieve the goal. They are :

- a. Headline
It has function to attract audience's attention.
- b. Body
It has function to attract potential consumer's interest and awareness to the product.
- c. Closing
It gives another information of the advertising topic. The closing of advertising structure has function to change the consumer action.

3. Research Method

3.1 Type of Research

This type of research is applied in descriptive. This research aims at describing what possible presupposition in *Djarum*'s brand television commercial utterances through the indicator of potential presupposition, and also from the word, the phrase, the clause, and the context supporting the presupposition. This research also uses qualitative approaches since the collected data are in the form of sentences. The writer uses qualitative descriptive method in this research as method explains the data clearly.

3.2 Population, Samples, Sampling Method

The population of this research is 14 *Djarum* television commercial published in 2012. The sample of this

research is *Djarum*'s brand television commercial utterances that contain presupposition. In this research, the samples are taken by using purposive sampling.

3.3 Method of Collecting Data

The research uses documentation method. The data are taken from the website that uploading *Djarum*'s brand television commercial.

3.4 Method of Analyzing Data

The method of analyzing data is distributional (*Agih*) method. There are two techniques in distributional method, which are, basic technique and sub-technique.

4. Data Analysis

The writer found 14 *Djarum*'s brand television commercials published in 2102. From 14 *Djarum*'s brand television commercials, the writer found 66 utterances, but only 18 utterances which contain the indicator of potential presuppositions.

4.1 Existential Presupposition

There are seven *Djarum* television commercials that contain existential presupposition. The writer will give the example of existential presuppositions in *Djarum Super Next Great Adventure* version.

(1) INDONESIA IS HOME
TO THE MOST
POWERFUL FORCES
OF NATURE.

The utterance (1) above may contain the following presuppositions:

- a. There exists the most powerful forces of nature.
- b. Indonesia has the powerful forces of nature.
- c. Indonesia is the only one place of the most powerful forces of nature.

The using of article 'the' in the phrase 'the most powerful forces of nature' acts as an indicator of existential presupposition (a). Meanwhile presupposition (b) comes from the word 'Indonesia' that becomes a subject of the sentence explaining 'the most powerful forces of nature'. The word 'home' which means 'relating to the place where one lives' and the word 'the most' can deliver presupposition (c).

The advertisers derive existential presuppositions to make audience believe to 'the existence of the most powerful forces that can only be enjoyed in home is Indonesia'. Presupposition 'there exists the most powerful forces of nature' will attract the audiences (potential consumers) who love forces of nature. While presupposition 'Indonesia has the most powerful forces of nature' will make the audiences believe that they can enjoy the most powerful forces of nature in Indonesia. Since Indonesia is as a home for that, so 'Indonesia will be the only one place for the most powerful forces of nature'.

In this case, existential presuppositions describe the existence of the most powerful forces of nature

which can only be enjoyed in Indonesia to be messages in the headline of this television commercial. The audience's attention especially who love forces of nature will be attracted by the existential presuppositions occurred in the utterance (1).

4.2 Factive Presupposition

The writer also found in all *Djarum* television commercials have government warning in the end of television commercial (closing). The government warning contains factive presupposition. The writer also found in one of *Djarum* television commercial that contained factive presuppositions, which is *Djarum Indonesia Open* version. Here are the examples of utterances that contain factive presuppositions.

(4) Let's **support** *merah putih* struggle in *Djarum Indonesia Open* 2012, 14th until 17th June, exclusive on Trans 7!
(*Ayo dukung perjuangan merah putih dalam Djarum Indonesia Open 2012, 14 sampai 17 Juni, eksklusif di Trans 7!*)

The utterance (4) above may contain some presuppositions below:

- a. *Merah putih* struggle exists.
- b. Indonesian national team will fight on *Djarum Indonesia Open* 2012.
- c. *Djarum Indonesia Open* 2012 exclusive shows on 14th until 17th June on Trans 7.
- d. The speaker supports our national team.

Presuppositions (b), (c) and (d) come from indicator of factive presupposition ‘support’. The word ‘support’ has an exact meaning that can be treated as a fact. Meanwhile, presupposition (a) comes from the existence of the phrase ‘merah putih struggle’. The speaker wants to inform audiences about factual information in factive presuppositions. Utterance (4) is a body of *Djarum Indonesia Open* television commercial. The advertisers show utterance (4) in spoken text (audio). The advertisers also give the body structure of *Djarum Indonesia Open* television commercial in written text (visual), but factive presuppositions are just found in utterance (4).

The utterance (4) contains factive presuppositions to give factual precondition information, so the audiences will get messages from this television commercial.

The advertisers deliver factive presupposition to make audiences get factual information ‘the existence of *merah putih* struggle will fights in *Djarum Indonesia Open 2012*’. Based on background knowledge between speaker and addressee, *Merah Putih* is known as our national team. The advertisers inform audiences about our national team that will struggle in *Djarum Indonesia Open 2012*. Beside that, the advertisers also deliver factual information about *Djarum Indonesia Open 2012* exclusively shows on Trans 7, 14th until 17th June. Through those informations, the advertisers ask audiences to support our national team

by watching *Djarum Indonesia Open* on Trans 7.

4.3 Lexical Presupposition

There are two *Djarum*’s brand television commercials that contain lexical presupposition. Here is the example of utterance that contain lexical presuppositions.

(6)Innovation had never stopped on the idea.

(Inovasi tidak pernah berhenti pada ide.)

The utterance (6) above may hold some presuppositions below:

- a. The idea exists.
- b. Innovation is always running.
- c. Innovation does not only come from the idea.
- d. The speaker has another ways in creating innovation.

The presuppositions (b), (c), and (d) above come from indicator of lexical presuppositions ‘had never stopped’. The word ‘stopped’ will involve another non-asserted meaning is understood. Meanwhile the indicator of existential presupposition ‘the idea’ convey presupposition (a). In the utterance (6) contains two presupposition types since the writer finds two different indicator of potential presupposition in utterance (6). From utterance ‘Innovation has never stopped on the idea’, the speaker wants to inform that innovation is always running, and it will not stop on the idea. Utterance (6) is as a headline of the *Djarum Black Innovation Award* version. The advertisers deliver the headline from the television commercial cast’s utterance. The

advertisers produce the utterance for the headline of television commercial just in spoken text (audio) without any written text (visual).

The advertisers derive lexical presuppositions to make audience believe ‘the innovation is always running, and it does not only come from the idea’. The advertisers use lexical presuppositions in utterance (6) to give information for audiences that may be not realized where innovation comes from. Through the headline of *Djarum Black Innovation Award* television commercial version, the advertiser wants to attract audiences to find innovation that cannot only be found from the idea. The advertisers advice the audiences following their way in creating innovation.

Lexical presuppositions from utterance (6) describe that ‘innovation is always running and cannot only be found from the idea’ becomes messages in the headline of this television commercial. The advertisers hope audiences will always try their bests in creating innovation, so audiences can follow *Djarum Black Innovation Award*. The advertisers deliver lexical presuppositions to give advice for audiences in creating innovation, then they will follow the advertisers’ competition. As the advertisers’ goals, the audiences can involve in *Djarum Black Innovation Award*.

4.4 Non-factive Presupposition

There are two *Djarum*’s brand television commercials that contain

non-factive presupposition. They are *Djarum 76 Afraid of Wife* version and *Djarum 76 Promotion* version. The advertisers make *Djarum 76* television commercials different with other *Djarum*’s brand. The advertisers are always appearing a Genie figure in every *Djarum 76*’s television commercial that published in 2012. Here are the examples of utterances that contain non-factive presuppositions.

(9) I **wish** my girlfriend will be afraid, deeply!

(*Pengen babyku takut, klepek-klepek!*)

The utterance (9) above may deliver some presuppositions below:

- a. The speaker’s girlfriend is not afraid of him.
- b. The speaker has girlfriend.

The presupposition (a) is triggered by indicator of non-factive presupposition ‘wish’. The word ‘wish’ will follow that the information is not true. Meanwhile presupposition (b) comes from the indicator of existential presupposition ‘my girlfriend’. The utterance (9) contains two presupposition types since the writer finds two different kinds of indicator of potential presupposition. The speaker wants to inform audiences about his situation when he faced his girlfriend.

Utterance (9) is a little part of *Djarum 76 Afraid of Wife* television commercial version’s body. The advertisers deliver utterance (9) from

conversation between woman, man, and Genie.

The advertisers deliver non-factive presupposition to make audiences get non-factual precondition information of 'the speaker's girlfriend is not afraid of him'. The advertisers deliver those presuppositions to show the situations that sometimes happen in men's life. Non-factive presuppositions are used for giving funny situation when the advertiser shows the ending utterance of the conversation.

The advertisers show non-factive presupposition to deliver humor in this television commercial. The humor will attract audiences interest and awareness about this television commercial. Although it does not persuade the audiences to buy the products, but the advertisers make the audiences remember about the existence of the product through the funny television commercial they have known.

4.5 Structural Presupposition

There are two *Djarum*'s brand television commercials that contain structural presupposition. They are *Djarum Black Innovation Award* version and *Djarum 76 Promotion* version. Here is the example of utterance that contain structural presuppositions.

(11) So, **what** is your innovation?

(*Jadi, apa inovasimu?*)

The utterance (11) above may derive some presuppositions below:

- a. The speaker wants to know the hearer's innovation.
- b. The hearer has innovation

The presupposition (a) comes from indicator of structural presupposition 'what'. The speaker uses the structure to treat information as presupposed then it be accepted by listener. Meanwhile the presupposition (b) comes from indicator of existential presupposition 'your innovation'. The utterance (10) contains two presupposition types since the writer finds two different indicators of potential presupposition. The advertisers convey presuppositions above to know the hearer's innovation.

Utterance (11) is a part of television commercial's body. It includes on *Djarum Black Innovation Award* version. The advertisers deliver utterance (11) through the casts' utterance (audio). Utterance (11) stands in the end of advertising body.

The presuppositions in utterance (11) are also still considered with presupposition in (7). Utterance (11) has the same function as utterance (7) which stands as a body of advertising. These structural presuppositions from utterance (11) are used by the advertisers to make presupposition in (7) stronger since it stands after utterance (7) appears. The advertisers deliver structural presuppositions to make audiences believe that they really want to know the audiences innovation which means they invite audiences to involve the *Djarum Black Innovation Award*. Presuppositions above are standing for confirmation in this advertising topic which contain

persuasive points for the audiences to involve the advertisers' competition.

4.6 Counterfactual Presupposition

The writer found one television commercial that contained counterfactual presupposition. It is only found in *Djarum 76 Promotion* version. Here is the example of utterance that contains counterfactual presupposition.

(13) Genie : **If it is a promotion**, discard the vice, right?

(*Lho, kalau naik pangkat wakil dibuang kan?*)

The utterance (13) above may convey some presuppositions below:

- a. It is not a promotion.
- b. There exists the vice.

The presupposition (a) above comes from indicator of counterfactual presupposition 'if'. The form of if-clause presupposes that the information in the *if-clause* is not true at the time of utterance. Meanwhile the presupposition (b) comes from indicator of existential presupposition 'the vice'. The speaker conveys presuppositions above to make audiences believe that 'the vice does exist, and also derived the information that it is not a promotion'.

Utterance (13) belongs to the part of *Djarum 76 Promotion* version's body. These counterfactual presuppositions can conclude satire message in this television commercial. Satire belongs to civilians' humor to the condition of the Indonesian government, but the advertisers pack this into funny story through Genie's

figure. The Genie figure which always appears in every *Djarum 76* television commercial can be a sign of the product which can give everyone's wish.

The advertisers convey counterfactual presuppositions for supporting Genie's character in this television commercial version. Genie is known as a figure who can grant everyone's wish, but in this case he does not make the correct one. The counterfactual presuppositions in Genie's utterance create the funny character of him. It can deliver humor as the message of this television commercial. Although this television does not contain persuasive way, but humor ending will be affected on audiences' awareness and interest to the product.

5. Conclusion

The writer found 14 *Djarum*'s brand television commercials published in 2102. From 14 *Djarum*'s brand television commercials, the writer found 66 utterances, but only 18 utterances which contain indicator of potential presuppositions. There is also one utterance that may contain two presupposition types since the writer found two different indicators of potential presupposition. The findings of the research are 52,2% existential, 8,7% factive, 13,1% lexical, 13,1% non-factive, 8,7% structural, and 4,2% counterfactual. Existential gets the biggest percentage since the *Djarum*'s brand advertisers prefer to deliver existential presuppositions to make audiences believe of the existence of something become the sign of the product offered. It helps the advertisers

which cannot mention directly the product as like in another television commercial since there is a government regulation for cigarettes advertising.

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