**PRESUPPOSITION OF THE ENGLISH SLOGAN TO PREVENT COVID-19 ON 0NLINE**

MEDIA

A THESIS

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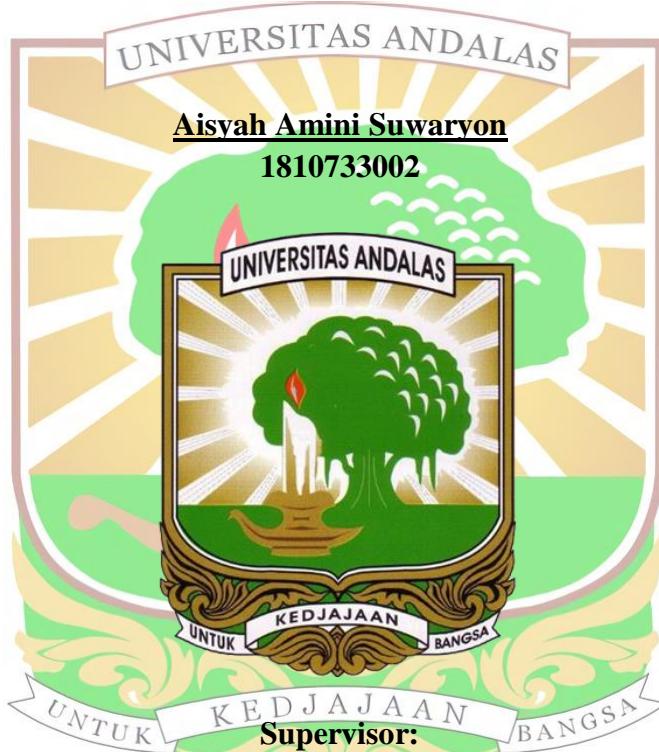
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ABSTRAK

Penelitian ini tentang *Presupposition of the English Slogan to Prevent COVID-19 on Online Media*. Tujuan penelitian ini untuk menemukan dan menganalisa praanggapan dan tipe-tipe praanggapan dalam slogan berbahasa Inggris tentang pencegahan COVID-19 di media online. Di dalam penelitian ini, data dikumpulkan dengan cara mengunduh tujuh gambar slogan di internet. Data penelitian ini dianalisis menggunakan teori praanggapan yang dikemukakan oleh Yule (1996) dengan mengidentifikasi setiap praanggapan berdasarkan jenisnya. Tidak hanya dari tuturan kata di dalam slogan, peneliti juga menganalisis gambar, latar, dan fitur tambahan lain yang terkandung dalam slogan. Hasil penelitian disajikan dalam bentuk tabel dan argumen. Dari sepuluh slogan yang dianalisis, peneliti menemukan praanggapan eksistensial merupakan praanggapan yang paling banyak ditemukan dalam slogan bahasa Inggris dalam pencegahan COVID-19 di media online. Sementara itu, tiga jenis praanggapan yang tidak peneliti temukan berdasarkan data yang telah dikumpulkan dan dianalisis adalah praanggapan struktural, praanggapan non-faktual, dan praanggapan kontrafaktual.

Kata kunci: slogan, COVID-19, konteks, praanggapan, tipe-tipe praanggapan.
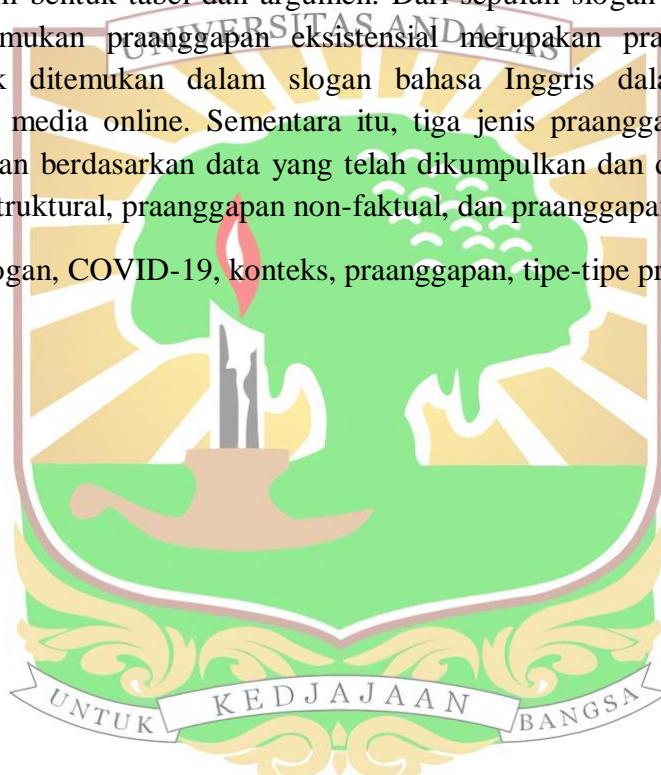
ABSTRACT

This research is about Presupposition of the English Slogan to Prevent COVID-19 on Online Media. The aim of this study is to find and analyze presuppositions and types of presuppositions in English slogans about preventing COVID-19 in online media. In this study, data were collected by downloading seven slogan images on the internet. The data of this study were analyzed using the presupposition theory proposed by Yule (1996) by indentifying the presupposition based on each types. Not only from the speech in the slogan, the researcher also analyzed the image, background, and other additional features contained in the slogan. The research results are presented in the form of tables and arguments. Based on the ten slogans analyzed, the researcher found that existential presuppositions are the most common presuppositions found in English slogans in preventing COVID-19 in online media. Meanwhile, the three types of presuppositions that the researcher did not find based on the data that had been collected and analyzed were structural presuppositions, non-factual presuppositions, and counterfactual presuppositions.

Keywords: slogan, COVID-19, context, presuppositions, types of presuppositions.