

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Presupposition can be inferred as the speaker's meaning. It implies that when the speakers utter a presuppositional explanation, the hearer's request to recognize it as an expectation to be perceived by the expression articulated by the speakers and finally make an interpretation concerning the speaker's idea. The word presupposition itself is derived from English meaning "presuppose beforehand". Yule (2006) states that a presupposition, or just presuppose, is something that is assumed by the speakers before the utterance has been uttered. Assumed from Yule's explanation above, presupposition is available in the speakers, not in the actual sentence. In this context, presupposition can be defined as what speakers believe to be true before making statements or utterances. We can easily found presupposition in the brochure, advertisement, slogan, etc.

According to Cambridge Dictionary, slogan is "a short, easily remembered phrase used to describe the character of something, especially a political idea or product" (Cambridge Dictionary). Furthermore, the slogans were aimed at expressing the organization or community's extended message. The choice of words in the slogan is commonly

creative and attractive, so it can generate a good assumption to attract the attention of the slogan's reader.

In this research, the researcher focuses on identifying and analyzing the types of presupposition in the English slogans of COVID-19 on online media by using the six types of presupposition theory of Yule (1996). Therefore, in this part, the researcher purposely to explain how the data will be analyzed using the six types of presupposition theory by Yule (1996);

Picture 1 : Example



Source: downloaded from <https://pin.it/2AGOK7y>

Slogan: wear a mask or wear the consequences

From the picture above, the researcher will analyze the presuppositions and the image or background that contained in the slogan to describe the context of the slogan.

Based on the slogan, '*Wear the Mask or Wear the Consequences*', it is a reminder about the existence of 'a face mask' and 'consequences'.

This assumption is also supported by the existence of a face mask image in the background. According to Yule (1996), the presupposition that describes the existence of something is classified in existential presupposition.

Therefore, based on the researcher's analysis, the researcher can assume that the slogan '*Wear the Mask or Wear the Consequences*' is a form of warning to people to always comply with health protocols to prevent COVID-19 transmission by wearing a face mask. Consequences can be interpreted as 'risk'. People who do not wear face masks in public do not have a personal health control to limit the transmission of the virus. Consequently, there is a high risk of catching the virus. To come to the point, the slogan '*Wear Mask or Wear the Consequences*' implies the meaning that people have to wear a face mask properly through the pandemic to avoid getting the risk of contracting the COVID-19.

Presupposition can be used to expose the information or meaning that contained in a statement that conveyed by the speaker. It is important to study presupposition because it helps the audience in deciphering the

writer's or the speaker's intended meaning. People can easily obtain information through any communication device in this virtual era. Slogans of COVID-19 can be easily found on online media. Since online media is a big online communication platform that can be accessed by people from all over the world, which is published over the internet. In this research, the researcher takes the data from Pinterest. Pinterest is an image sharing and social media service that uses pinboards to allow users to save and discover information on the internet using images, as well as on a smaller scale. The researcher chose the data on Pinterest based on the picture that contained the slogan about prevention the spread of COVID-19

The concept of presupposition has been investigated by numerous scholars, linguists and philosophers as part of linguistic features, but according to the researcher estimation, the presupposition of the English slogan to prevent COVID-19 has not been explored yet. Based on this reason, this research is aimed to identify and analyze the types of presupposition found in the English slogan to prevent COVID-19 on online media. The data in this research were analyzed using the six types of presupposition theory by Yule (1996), they are existensial presupposition, factive presupposition, non factive presupposition, lexical presupposition, structural presupposition, and counterfactual presupposition. Therefore, the title of this research is "Presupposition of English Slogan to Prevent COVID-19 on Online Media."