

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

Pragmatics is the study of meaning as communicated by the speaker and interpreted by the listener (Yule, 1996). In line with this, pragmatics can be inferred as the study that learns about speakers meaning. Wierzbicka (2003) said that pragmatics is the study of human interaction. It means pragmatics is the study that investigates the object depends on human language or interaction in daily life. In the other book, Yule (2006:112) argued that pragmatics is the study of invisible meaning, in a simple way 'invisible' can be translated as an implied meaning. As an analogy, if there is an utterance that is uttered by the speaker as pragmatically, the hearer demanded to understand the context of speakers meaning pragmatically to create a clear communication. In this context, the writer can infer that pragmatics contains of the three important things, they are utterance, assumption and expectation. Talking about assumption and expectation, it is not completed without the utterance; because the first idea comes from utterance which uttered by speakers.

Simply, presupposition can be inferred as 'speakers meaning'. It means when the speakers utter a presuppositional statement, the hearers demand to recognize it in the form of assumption to be understood by the utterance that uttered by the speakers and finally make an interpretation concerning to the speakers' idea. According to Yule (2006), presupposition, or just presuppose, is something that is assumed by the speakers before the utterance has been uttered. The important thing about presupposition by

Yule is; presupposition is available in the speakers, not in the sentence itself. The writer can conclude the main idea of the utterances based on the speaker's mind. To know about the presupposition, people should recognize the speaker's intention and motive in uttering the utterances by investigating them from the sentences that are uttered by the speakers. And then the hearers should make an interpretation in their mind concerning the things that the writer mentioned before. Thus, presupposition can be called as what speakers argued to be the truth before making utterances. Yule (1996) also argued that presupposition can be described when the speaker makes an assumption and the hearer can directly identify what the speaker means and also conclude some presupposes that implied by the speaker.

To conduct the research, the writer will investigate the presupposition aspect in Toyota Motor Company slogans from the old era until nowadays. As the author (speaker) has some idea, desire, and passion to make their product sold as well by the consumer (hearer). To attract consumers' interest, Toyota Motor Company make a slogan or tagline in such a way. But the problem here, if the company do not have a special strategy to make an appealing advertisement with slogan, the consumer will look at to the other brands that the consumer feel more attractive than their brand. This is the reason for company to make simpler the slogan which reflects the brand itself in order to look more interesting than others. This is called *slogan*; how the way of company to communicate and convince the consumer with presuppositional statement to make it more attractive. Absolutely, this is the company's intention to deliver and describe about their products with a simple way and not too difficult to be understood.

According to the Oxford Dictionary of English, defines a slogan as “*a word or phrase that is easy to remember*”. (Stevenson, 2010:1400). This is the creative way how the company makes the series of word eye catchy until the consumer can remember their brands or products. Slogan must be memorable, to attract the consumer’s attention to buy the products in such a way. Usually the consumer is easy to be attracted with the brand that has a top quality slogan. Slogan is the first thing that the consumer look at before the logo in an advertisement, thus slogan should reflect the brand identity, attractive and valuable. The first important thing is slogan should be matched with the logo, as people know that slogan is describing the logo and often displays together with logo.

As people know that every marketing in a company has their own strategies to promote their brands and attract to the consumers to buy their products. With an advertisement, the way of company communicates to the consumers about introducing the product. There are a lot of advertisements that are interesting and creative in writing or electronic media. In serving an advertisement, the big point or the main purpose of the company is to introduce about the product reside in slogan. Thus, slogan has a function to strengthen a company identity and main desire to reach the goal in the commerce world. The role of slogan is very important in a marketing activity. Slogan is usually made from a simple word but it is meaningful. To make it eye catchy and memorable, many slogans are delivered by the company in the form of the presuppositional statement, to make it more interesting to be watched.



To investigate the presupposition aspects in Toyota Motor Company slogans, the writer uses the six types of presupposition based on Yule (1996). The more explanation concerning the six types of presupposition based on Yule (1996) is explained in chapter 2. In this part, the writer would like to give an example in analyzing the process of Toyota Motor Company slogan. The example of data analysis is shown at a slogan of Toyota Motor Company Indonesia in the year of 2015 until present that contained presupposition inside the slogan.



[\(http://toyotabarugresik.com/\)](http://toyotabarugresik.com/)

This is the slogan from the Toyota Motor company in the year of 2015-present at Indonesia. Just for the information that “Toyota” was founded on August 28, 1937 in Japan. The products are automobiles, luxury vehicles, commercial vehicles, and engines ([https://en.wikipedia.org/wiki/Toyota#Toyota\\_slogans](https://en.wikipedia.org/wiki/Toyota#Toyota_slogans)).

In the slogan written ‘*Let’s Go Beyond*’. As literally ‘*Let’s Go Beyond*’ can be interpreted as ‘let’s get more’. But that is only people assumption or interpretation without we know about the speaker’s idea exactly. This is the role of presupposition to do the deepest investigation more concerning the speaker’s idea or motive with the writer interpretation to make a conclusion with the form of meaning from the slogan itself than can be rational and make sense. Levinson (1983) argues that presupposition has a function to describe any kind of background assumption against which an

expression or utterance make sense or rational interpretation. Presupposition is a media to know about the speaker's intention can be inferred as assumption or interpretation by the hearer. As the writer explained above '*Let's Go Beyond*' without presupposition can assumes as let's get more, but with presupposition it should be different. The writer can infer that this slogan contained of lexical presupposition. "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). As an analogy from the slogan '*Let's Go Beyond*', the form of 'go beyond' has asserted meaning as 'get more'. When the people say and assume that 'does not get more', the asserted meaning is 'does not goes beyond'. Between both of cases, there is a suitable form to interpret 'go beyond', it *presupposing* 'get creative'.

- a. 'Let's Go Beyond' (>>Let's get creative)

In the process of analysis or presupposing 'Let's Go Beyond' into let's get creative. The writer also look and investigate the slogan from the background of speaker's idea. It need supported data that relation to the speaker or author. In this context, the writer look; also investigate at news article about the process to making of that slogan and compare it with an interpretation finally become the hearer's assumption to make a conclusion about the meaning of the slogan.

The writer will include the example of data analysis in Toyota Motor Company's slogan "Let's Go Beyond" on the next page:

‘Let’s Go Beyond’ (2015-present), lexical presupposition

a. ‘Let’s Go Beyond’ (>>Let’s get creative)

b. Let think and exceeding the limit

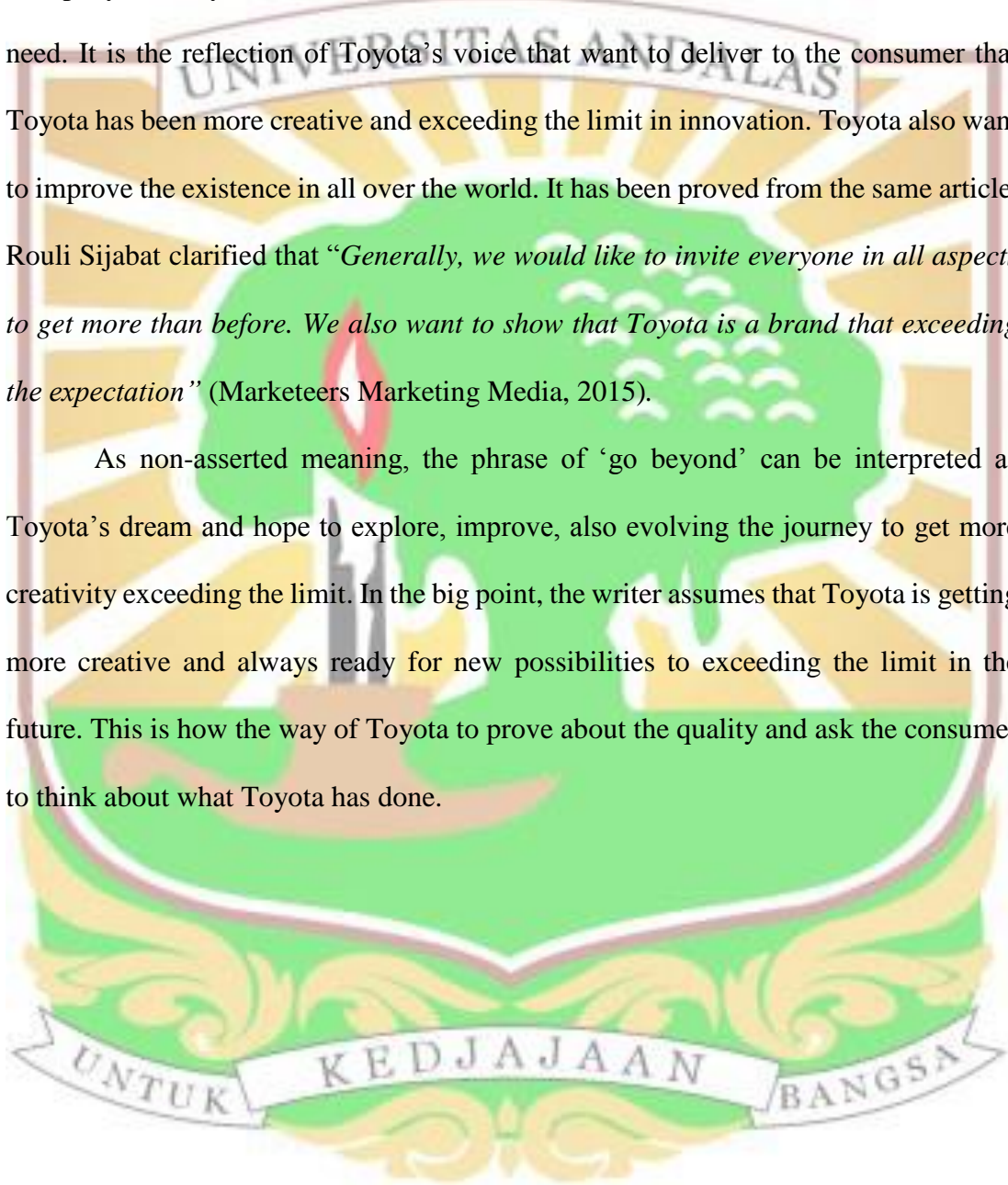
c. ‘Let’s Go Beyond’ is Toyota Motor Company slogan since 2015 until present. This slogan contained lexical presupposition, *“Lexical presupposition, the use of one form with its asserted meaning is conventionally interpreted with the presupposition that another (non-asserted) meaning is understood”* (Yule, 1996:28). The phrase of ‘go beyond’ has asserted meaning as ‘get more. When the people say and assume that ‘does not get more, the asserted meaning is ‘does not goes beyond’. Between both cases, there is a suitable form to interpret ‘go beyond’, it *presupposing* by lexical presupposition as ‘get creative’. To find the meaning the writer adopted and interpret the speaker’s idea to make assumption from both of news article from internet.

Based on *Marketeers Indonesia*’s article from internet source, published on September 10<sup>th</sup>, 2015. Rouli Sijabat as PR Manager Toyota Astra Motor said that *“This is the new tagline only for Toyota Indonesia. How the spirit to ask the consumer, society, and stakeholder to think, act and be more creativity exceeding the limit”* (Marketeers Marketing Media, 2015).



From Rouli Sijabat's statement as the speaker's idea, the writer assumes that the slogan of 'Let's Go Beyond' is the confidence and optimistic of Toyota Motor Company to always be the best and more creative in innovation to fulfill the consumer's need. It is the reflection of Toyota's voice that want to deliver to the consumer that Toyota has been more creative and exceeding the limit in innovation. Toyota also want to improve the existence in all over the world. It has been proved from the same article, Rouli Sijabat clarified that *"Generally, we would like to invite everyone in all aspects to get more than before. We also want to show that Toyota is a brand that exceeding the expectation"* (Marketeers Marketing Media, 2015).

As non-asserted meaning, the phrase of 'go beyond' can be interpreted as Toyota's dream and hope to explore, improve, also evolving the journey to get more creativity exceeding the limit. In the big point, the writer assumes that Toyota is getting more creative and always ready for new possibilities to exceeding the limit in the future. This is how the way of Toyota to prove about the quality and ask the consumer to think about what Toyota has done.



## 1.2 Identification of the Problem

There are two perspectives of slogan. They are the author's perspective and the listener's perspective. Actually, slogan is the reflection of company's idea that is needed to be delivered to the consumers in the effort to attract to people and introduce the products and finally increase the income to the company. As people know that actually every company has same goal in making slogan, but the language in slogan is too ambiguity and difficult to be understood what is the real meaning inside them. In reality that can make the people have assumption in their mind based on their interpretation. If it is just an assumption, the writer thinks less than enough to investigate about a propriety in author's idea to make slogan.

To solve the phenomenon in the paragraph above, the writer benefitted the existence of the presupposition concerning on Toyota Motor Company's slogan. As peoples know that presupposition is a suitable theory to investigate about the author's idea in the process of making slogans and the presupposition can be observed more about the company's motive that is contained in the slogan.

To investigate the presupposition aspects in Toyota Motor Company's slogans, the writer use the six types of presupposition based on Yule (1996). And this research shall answer to these questions below:

1. What kind of Presupposition exists in Toyota Motor Company's slogan?
2. What is the meaning implied within Toyota Motor Company's slogan?



### 1.3 Objectives of the Research

The objectives of this research shall investigate;

1. To describe and explain about the kind of Presupposition used in Toyota Motor Company's slogan
2. To explain about the meaning implied in Toyota Motor Company's slogan

### 1.4 Scope of the Research

This research will focus on presupposition aspect on the car slogan from Toyota Motor Company. The writer collects the slogan of Toyota Motor Company in United States starts from the beginning until presents, there are 8 slogan from 1975 until presents. The finding also explain about the kinds of presupposition that are contained by the slogan, it also gives the explanation about the author's idea in the slogan itself by using the supported data from some news articles taken from the internet. Finally the writer will conclude the meaning of the slogan based on the interpretation and the result of comparison from news article concerning to the author's idea about the meaning or intention of the slogan.

## 1.5 Method of Research

In the process of conducting the research, the writer used qualitative method. During the process, the writer also following three steps to conducted the research proposed by Sudaryanto (1993:5); *collecting, analyzing, and presenting the data.*

By using the Toyota's slogan as the primary data collected from internet sources, the writer also need supported data to complete the analyzing process to prove and make clear about the author's idea expressed in the slogan.

### 1.5.1 Collecting Data

In qualitative research method, there are two types of the observational method; they are participant observational and non-participant observational method. In this research the writer used non-participant observational method because during the process of collecting the data, nobody get involved but the writer. It means the writer does not need the respondent to fill the requirement of collecting the data. The writer collected the slogan of Toyota Motor Company in United States from internet source as primary data retrieved from <https://www.toyota.com/usa/> . And then the writer also collected some additional data from news article on internet sources to help the writer to analyze presupposition in Toyota Motor Company's slogan in United States.

### **1.5.2 Analyzing Data**

In analyzing the data, the writer applies pragmatics identity method to investigate the descriptive of the data. The writer uses six types' theories of presupposition by Yule (1996); to analyze the presupposition contained in Toyota Motor Company's slogan. During the process of analyzing, the writer uses some additional information from some news articles to support the context of slogan related to speaker's idea.

### **1.5.3 Presenting the Result of Analysis**

The last step is presenting the result of analysis. The writer presents the result of analysis with informal method. As Sudaryanto (1993:145) argued that there are two methods in presenting the result of analysis; formal and informal methods. Formal method is presenting the result with the way of table and diagram whereas informal method is presenting the result of analysis with verbal language description. In the process of presenting, the writer attached the picture with the slogan then mentioned what kind of presupposition inside slogan also conclude the meaning of slogan based on investigation from supported data to reflects what about speakers intention or messages inside the slogan with verbal language description.



## CHAPTER II

### REVIEW OF RELATED LITERATURE

#### 2.1 Review of Related Studies

To complete this research, there are some previous studies that the writer reviewed concerning presupposition. Those studies analyzed the object and data by using the six types of the presupposition according to Yule (1996) and also the application of presupposition related to the writer's data analysis. These are the reviewed studies concerning presupposition;

The first previous study that has been reviewed by the writer is entitled '*Presupposition on the Second 2012 American Presidential Debate between Barack Obama and Mitt Romney*' by Dhimas Nopembri (2015). The study analyzes the dialogue transcript of American presidential debate between Barack Obama and Mitt Romney by using the six types of presupposition by Yule (1996) through several steps. After watching the video from *Youtube* and find the transcript, the study divided the video into some parts then compiled it with the transcript. The processes of analyzing the data start from determining and choosing what kind of presupposition that approximately exist in selected dialogue. The study presented the data in the form of table with the format; *Data* is the part of dialogue that contained of video; *Presupposition* is the explanation of the reason why that sentence categorized as that presupposition; *Types of Presupposition* is the kind of presupposition that is already determined before based on the six types of presupposition proposed by Yule (1996). Then, the study concludes the overall results from the previous analysis by mentioning

what kind of presupposition which occurs and exists within the debate. In this study, the study mentioned that only four types of presupposition that available in the debate, they are *lexical presupposition*, *factive presupposition*, *counterfactual presupposition* and *structural presupposition*. The study also mentioned that there is no *non-factive presupposition* and *existential presupposition* in the debate transcript. The study cannot find the *non-factive presupposition* because this presupposition indicates the utterances that are not true. As people know that presidential debate requires the candidates to present and serve fact to convince the citizen to vote them.

The second previous study is 'Mario Teguh's Presupposition in the "Golden Ways" Program *in the Making of Jodoh* Episode' by Ferina Kumala Dewi (2015). As Indonesian people know that *Golden Ways* is a television program that has a purpose to motivate everybody by Mario Teguh as a motivator. To communicate and deliver the information to each other, surely everybody has his/her own way to do it. Including Mario Teguh, one of the strategies that he had been done is to communicate with the audience by using the presuppositional statements. This is the interesting point that the study wants to do in the analysis with pragmatic presupposition approaches. To investigate the meaning behind Mario Teguh's utterances, the author used some types of presupposition defined by Yule (1996). Thus, this is the role of presupposition to help us to understand about the meaning behind the utterances. To conduct the research, the study collected the data first from internet source through YouTube video, then the study classified and determined the data into the six types presupposition by Yule (1996), next is the process of translation; because the original video is in Indonesia; the study translated it into English, and the last the author changed the active form into

negative form to check the presupposition that contained in the sentences. Finally, the study had some sentences with some presupposition and gave the explanation as suggested by Yule (1996).

The third previous study is '*Praanggapan dan Perikutan dalam Wacana Iklan di Katalog Kecantikan Oriflame Edisi Januari 2014*' by Siti Minatul Husna (2015). As people know that advertisement is the way of company to communicate that has an important role to introduce a product to the consumer. There are so many kinds and variant of advertisement that has creative idea that emerged a new phenomenon can make effect to the lifestyle. The study mentioned that an advertisement try to deliver the best utterances with the purpose the consumer can be interested in the product that company serve. But the problem in this study is written advertisement nowadays lack of interest to attract the consumer. Thus, in this study the study tried to solve this phenomenon. In oriflamme catalog, there is more interesting utterance that can be presuppositional statement. In this study, the author analyzed the oriflamme catalog with the qualitative method, this study focused on presupposition aspects that contained in the catalog. The data are some oriflamme advertisements that contained of presupposition inside them. And this study also use six types of presupposition based on Yule (1996).

The last previous study is '*What is useful about presupposition in advertisements and what does it reflect?*' by Carrie Ka Yee Lam (2009). This study discusses about the role of presupposition to investigate the Hong Kong culture that is reflected through food advertising. The research found out that in Hong Kong, almost all the food advertisements reflect the culture of Hong Kong itself. This is how the way



the study uses the existence of presupposition to handle all the problem. The author takes presupposition for three main purposes, *implicit competition*, *causing readers to consider the existence of a product or service*, and making the *advertisement short and memorable*. To analyze the data, the study believes in Yule, (2007: 117) that argued “*presupposition is an assumption by a speaker or writer about what is true or already known by the listener or reader*”. In line with this, the study also used Sells and Gonzales (2002), to define presupposition that is also used in another function: the reader to consider the existence of objects, propositions, and culturally defined behavioral properties. In general the author conclude that the majority of food advertisements in Hong Kong always delivering the messages to the people every day that reflects about cultural traditions and values. The author argued that the advertisers often use the cultural traditions and values, embed them in commercials to promote sales. All of the previous idea reflects that the majority of food advertisers in Hong Kong become successful because the effective communication between the public and the advertisers doing well.

In general, all the previous study above gives the writer information and inspiration about the data analysis. From the first until the third study had been used the six types of presupposition based on Yule (1996) to analyze the data, but the last study discussed about the application of presupposition to look at the cultural value contained in advertisements. The first and the second previous study investigate about presuppositional aspects in direct conversational media, thus in this study is different with the last one; this study needs the transcript of the conversation before doing the analysis. The third and the last is the investigation of presupposition from written

media. This one, investigates the utterance that contained of presupposition inside them. It does not have a transcript, because the text itself has exists in the advertisement. The writer's research is directed to the third and the last previous study, because the writer and the author of the last previous study have the same kind of the object analysis. Same as an advertisement and written media, but the writer investigates a slogan and the author of last study investigates an advertisement itself.

## 2.2 Definition of Key Terms

**Pragmatics** is the study of invisible meaning, in a simple way 'invisible' can be translated as implied meaning (Yule, 2006:112)

**Presupposition** is something the speaker assumes to be the case prior to making an utterance. What speakers argue to be the truth before making an utterance (Yule, 1996:25)

**Meaning** is the idea that is represented by language, it can be connotation or denotation

**Slogan** is memorable motto used in the advertisement to describe about company identity or product

## 2.3 Theoretical Framework

### 2.3.1 Pragmatics

There are some definitions of Pragmatics based on some scholars:

*“Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader).”* (Yule, 1996:3). If there is an utterance that uttered by the speaker as pragmatically, the hearer should demanded understand about the context of speakers meaning as pragmatically to create the communication clearly.

In the other book Yule (2006:112) also argued that pragmatics is the study of invisible meaning, in a simple way ‘invisible’ can be translated as implied meaning. It means the hearers supposed to know about context that uttered by speakers, because the key to interpret implied meaning is to know more about the context.

According to Wierzbicka (2003), pragmatics is the study of human interaction. It means pragmatics is the study that investigates the object depends on human language or interaction in daily life.

Based on Wijana (1996), pragmatics is the branch of language science that learn about the structure of language as external, it means how the unit of language work in daily life communication. It also learns about meaning that contained in the context.

Levinson (1983) also argues that pragmatics is the study of language usage. The study that learn more about the implicit meaning, because the use of language can be influenced by environment or to whom we speak or use the language.



In general, based on some scholar's ideas; the writer assumed that pragmatics is the study about meaning that related to the context that should be understood by the speaker (who is uttering) and the hearer (who is interpreting). The key of pragmatics exist in the context itself, thus the speaker and the hearer should really understand about the context to make the communication as pragmatically clear.

### 2.3.2 Presupposition

There are some definitions of Presupposition based on some scholars:

According to Yule (2006), presupposition, or just presuppose, is something that assumed by the speakers before the utterance has uttered. The important one that people should know based on Yule; Presupposition is available in the speakers, not in the sentence itself.

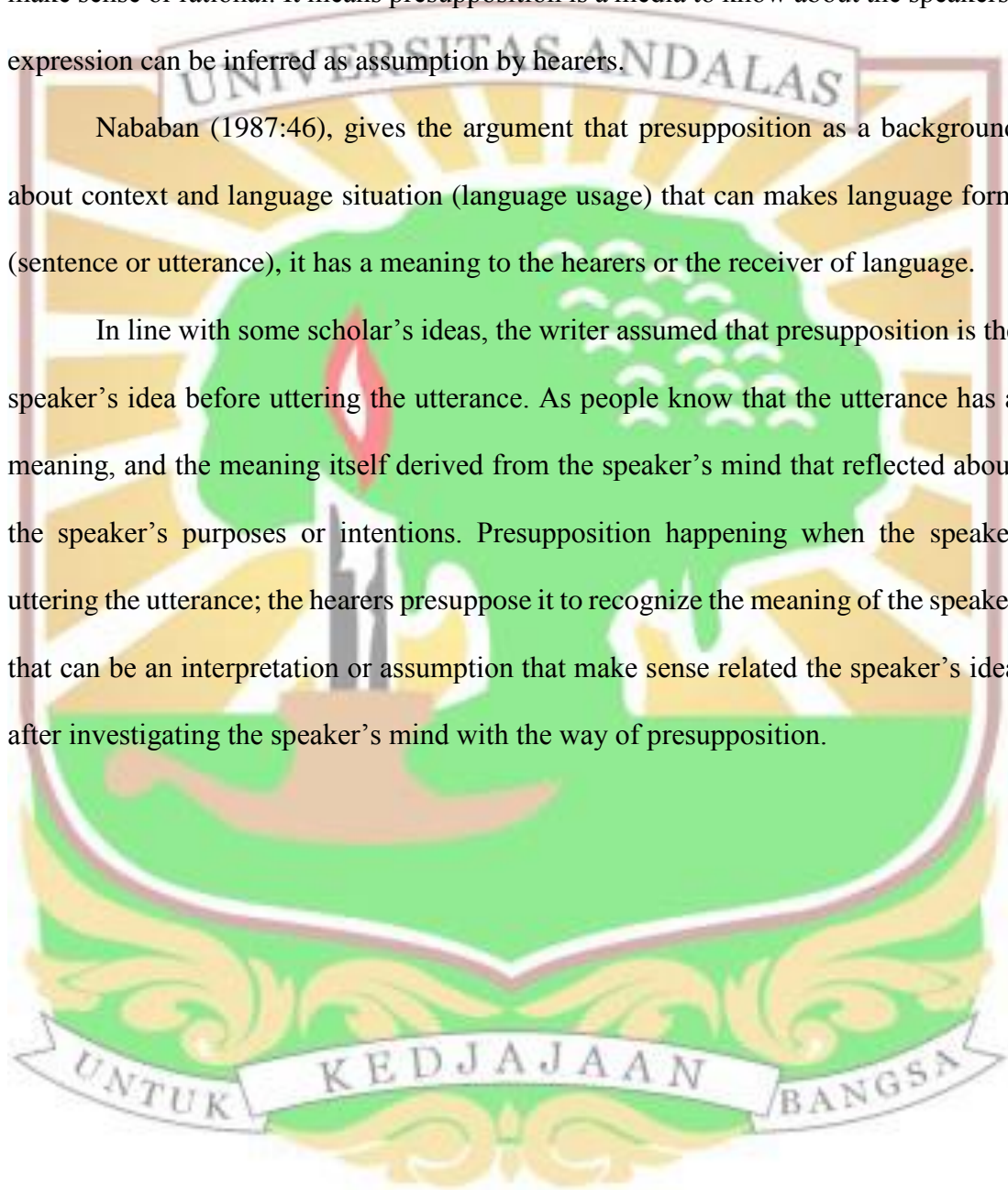
In the other book Yule (1996:25) also argue that "*presupposition is something the speaker assumes to be the case prior to making an utterance.*" It means speaker's idea or speaker's motive to deliver to the listener before making an utterance. In simple word is what speakers argue to be the truth before making an utterance.

Based on Wijana (1996), a sentence that presupposing the other sentence if the second sentence that has been presupposed can makes the first sentence that had presupposing categorized as right or wrong sentence. To know it more people should investigate it with presupposition, and this is the role of presupposition can work.

Levinson (1983) argues that presupposition has a function to describe any kind of background assumption against which an action, theory, expression or utterance make sense or rational. It means presupposition is a media to know about the speakers' expression can be inferred as assumption by hearers.

Nababan (1987:46), gives the argument that presupposition as a background about context and language situation (language usage) that can makes language form (sentence or utterance), it has a meaning to the hearers or the receiver of language.

In line with some scholar's ideas, the writer assumed that presupposition is the speaker's idea before uttering the utterance. As people know that the utterance has a meaning, and the meaning itself derived from the speaker's mind that reflected about the speaker's purposes or intentions. Presupposition happening when the speaker uttering the utterance; the hearers presuppose it to recognize the meaning of the speaker that can be an interpretation or assumption that make sense related the speaker's idea after investigating the speaker's mind with the way of presupposition.



### 2.3.3 Types of Presupposition

There are six types of presupposition according to Yule (1996) below;

1. Existential Presupposition is presupposition that shows about exist, existence, or teak references that expressed with the definite word. This presupposition is not only assumed to be present in possessive construction.

- a. Your car (>>you have a car)
- b. The person is drinking (>>there is a person drinking)

2. Factive Presupposition is presupposition where the information that has been presupposed followed with verb that which is considered as a fact.

- a. She didn't realize he was ill (>>He was ill)
- b. We regret telling him (>>We told him)
- c. I wasn't aware that she was married (>>She was married)
- d. It isn't odd that he left early (>>He left early)
- e. I'm glad that it's over (>>It's over)

3. Lexical Presupposition, the use of one form with its asserted meaning is conventionally interpreted with the presupposition that another (non-asserted) meaning is understood.

- a. He stopped smoking (>>He used to smoke)
- b. They started complaining (>>They weren't complaining before)
- c. You're late again (>>You were late before)



4. Non-Factive Presupposition is a presupposition that assumed as not to be true.

- a. I dreamed that I was rich (>>I was not rich)
- b. We imagined we were in Hawaii (>>We were not in Hawaii)
- c. He pretends to be ill (>>He is not ill)

5. Structural Presupposition, is directed to the structure of certain sentences that has analyzed as presupposition as permanent and conventionally that the part of the structure already assumed the truth. This is existing in question mark, as conventionally it can be interpreted with interrogative (when and where) after known as problem.

- a. When did he leave (>>He left)
- b. Where did you buy the bike (>>You bought the bike)

6. Counterfactual Presupposition, it means that meaning that what is presupposed is not only true, but the opposite of what is true, or 'contrary to facts'. (If)

- a. If you were my friend, you would have helped me  
(>>You are not my friend)

To make it easier, the writer will gives the formula table about presupposition on the next page (Yule, 1996:30)

Type	Example	Presupposition
Existential	the X	>>X exists
Factive	I regret leaving	>>I left
Non-Factive	He pretended to be happy	>>He wasn't happy
Lexical	He managed to escape	>>He tried to escape
Structural	When she did die?	>>She died
Counterfactual	If I weren't ill	>>I am ill

Table 2.1 6 Types Presupposition

