

CHAPTER IV

CONCLUSION

As the result of the analysis, the writer has analyzed the data by presupposing the slogan, determined the types of presupposition by using six types of presupposition by (Yule, 1996), and also find the meaning of slogan. The writer has collected 8 data from Toyota Motor Company in United States. From the beginning in 1975 until the latest slogan. Some slogan from Toyota Motor Company that has analyzed contained a lot of story based on the company background that is only visible after presupposing the slogan itself. This is the role of supported data in the form of some article from internet that has investigated by the writer, in the purposes to find the real company's idea as the speaker.

Based on the data analysis, the writer found only 4 types of presupposition that are contained by all of data. They are lexical presupposition, counterfactual presupposition, existential presupposition, and structural presupposition. There is no factive and non-factive presupposition that found by the writer. In the writer's opinion, factive and non-factive presupposition is more directed to presupposing the daily conversation in daily life. Both of them are not suitable to presuppose the slogan or advertisement that is categorized as a poetic expression. It happens because factive and non-factive presupposition can presuppose about the realization in the daily conversation.

In general, the writer can conclude that during the existence of Toyota in United States, there are sales marketing with the big effort to attract the consumer's attention

to buy the product. In the process of making the slogan, the writer assumed that there are two big ideas that Toyota has done in the marketing effort. First is the era when the Toyota is just being a story teller to the consumer with the purpose to persuade the consumer to enjoy use the Toyota's product and interested to buy the product. Second is the era where Toyota is focussing on what it has achieved and exposed about the reality of Toyota's quality and achievement.

Based on the era that the writer mentioned in the previous paragraph, there are the reasons the writer distinguishes Toyota's slogan into two eras. First, it happened from 1975 until 2004, (from the first period of '*You asked for it, you got it*' era until the last period of '*Get the feeling*'). During that era, the big effort of Toyota Sales Marketing is apparently to attract the consumer to look at Toyota's product. In that era Toyota still in blazing way to increase the range of disposal to be a high class motor company and eliminate the rival company. It is proved from the choice of word or expression from Toyota's slogan that reflected about the ambitious of Toyota to be the number one in vehicle sales.

Second, it happens from 2004 until nowadays, (the last two slogan from Toyota, '*Moving Forward*' and '*Let's go places*'). In this era Toyota do not talk too much about word of the slogan. It reflected that Toyota is proud of the achievement during its existence in commerce world. Toyota has succeeded to be the high class motor company with the high range of disposal. It is proved in this era, and the word choice is very simple but straight to the point in exposing Toyota's achievement, performance and also the optimistic of Toyota as the effort to increase the sales.