CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Pragmatics is one of the branches of linguistics that studies a meaning in language and context. Pragmatics deals with the study of meaning as it is used by a speaker (or writer) to communicate, and is interpreted by a listener (or reader). There are four areas in pragmatics, namely, the study of speaker meaning, the study of contextual meaning, the study of how more gets communicated than is said, and the study of the expression of relative distance (Yule, 1996, p. 25). Context is a situation, condition, and any information which influences the meaning. In this explanation, the writer infers that pragmatics is the study of meaning from the speaker's utterance depends` on the context.

Presupposition is something the speaker assumes to be the case before making an utterance (Yule, 1996, p. 25). It means the speaker has an assumption before the statement uttered, and the listener can directly understand what the speaker said. Presupposition only in the speaker, not sentence. Presupposition is interesting to analyze because we should know an assumption of the statement. Those assumptions can be correct based on the utterance of the speaker. Presupposition is not only found in an utterance, but we can also found it in the advertisement, the slogan, and the tagline.

The tagline is usually used in an advertisement by a company to promote their product. They design taglines by using a short phrase, a unique phrase that is easy to remember. The tagline is not only in a product such as food, drink, and

electronics, but also tagline is used by a movie company to promote their movie. Usually, movie company designs a poster, and they attach tagline to get attention from the viewer. If they have a good tagline, the audience will be interested in watching that movie because they are curious about the story of the film.

A horror movie is one of the genres of the movie which unusual for a teenager, especially for the buff of a horror movie. The horror movie is a film that creates feeling fear, disgust, dread, shock, and horrible to the audiences. In horror movies, the director uses a feature of things like ghosts, monsters, demons, aliens, witchcraft, and zombies, etc. Although the plot of the horror movie creates a feeling of fear, for fans of a horror movie, they enjoy it because of the end of the horror movie is unpredictable.

Nowadays, the story of horror movies not only emphasizes fear but focuses on the plot of the story. Therefore, many Indonesian people are fans of a horror movie. Moreover, the development of the film industry in Indonesia is increased every year, especially for a horror movie in 2018 such as Danur 2, Asih, Sabrina, etc. Those films played at Cinema XXI, one of the popular cinemas in Indonesia. Not only Indonesian horror movies, but Hollywood horror movies also dominate at Cinema XXI in 2018, such as *Insidious The Last Key, The Nun, and A Quiet Place, etc.*

When people heard about Hollywood, they will think Hollywood is the USA which actually is right. Hollywood is the center of the film industry in the world consists of Los Angeles, California, and Unites States America. Hollywood is not only the name of Hollywood film but the name of the district.

In this research, the writer focuses on analysing presupposition triggers and the types of presupposition in the tagline of horror movie posters by using Karttunnen (1973) and Yule (1996) theories. Therefore, in this part, the writer analyzes an example of analysis as follows:

Source: downloaded from http://m.imdb.com

This movie is the sequel of *The Insidious* from the previous chapter. *The Insidious* film consists of three parts and *Insidious the Last Key* showed at Cinema XXI in 2018. The movie *Insidious The Last Key* tells about a woman, Elise, who is a parapsychologist. One day she has a nightmare about her childhood in New Mexico. Her dream brings her back into the past when she was a child with her brother. When she was young, her father was always angry and beat her when she claimed that she saw a ghost everywhere in their house, but her mother did always support and defend her. One day the new owner of her home in New Mexico, asks her to help this family because there is something wrong. At first, she refuses because of the traumatic with her childhood. Then, Elise tries to help this family, and she finds an entity at this home. She reveals one fact, the reason why her father always angry when she claimed there is a ghost is because her father was a

psychopath who saved the body of the victim in that house. At the end of the story, the soul of her mother helps Elise chase away that entity in the house.

In the poster of *Insidious The Last Key*, the writer found the tagline of this movie, namely, *"fear comes home."* Then, the writer tried to investigate the tagline of the film.

Tagline: Fear Comes Home

>> There is fear

>> There is a home

According to the tagline, *fear comes home,* >> this symbol presupposes that presupposition of this tagline there are 'fear' and 'home.' This presupposition is triggered by adjectives and noun, namely 'fear' and 'home', which can be seen that movie maker wants to show there are fear and home from the story. The type of this presupposition is included in existential presupposition because this presupposition describes the existence of something.

Based on the explanation and quotation above, the writer is interested in conducting the research and chose the title *"Pragmatics Analysis of Presupposition as Found in The Tagline of Horror Movie Posters* due to the writer wants to identify presupposition triggers and the types of presupposition in the tagline of horror movies posters.

1.2 Identification of the Problem

This research focuses on analyze presupposition as found in the tagline of horror movies poster. There are two research questions to be answered in this research:

1. What are presuppositions triggers as found in the tagline of horror movie posters?

2. What are the types of presupposition as found in the tagline of horror movie posters?

1.3 Objective of the Research

The objective of the research is related to the research question. Thus, the aims of this research are:

1. To identify presupposition triggers as found in the tagline of horror movies posters.

2. To identify the types of each presupposition as found in the tagline of horror movies posters.

1.4 Scope of the Research

In conducting this research, the writer focuses on identifying presupposition triggers and analysing the type of presupposition. The data are the tagline of horror Hollywood movie posters which released in 2018 and played at cinema XXI. To analyze the data, the writer uses the theory proposed by Karttunen (1973) about presupposition triggers and Yule (1996) about the types of presupposition and context.

1.5 Method of the Research

In conducting the research, the writer uses several steps, start from the source of the data, collecting the data, analyzing the data, and presenting the result of the analysis. In this research, the writer uses the theory from Karttunen (1973) about presupposition triggers and George Yule (1996) about the type of presupposition and context.
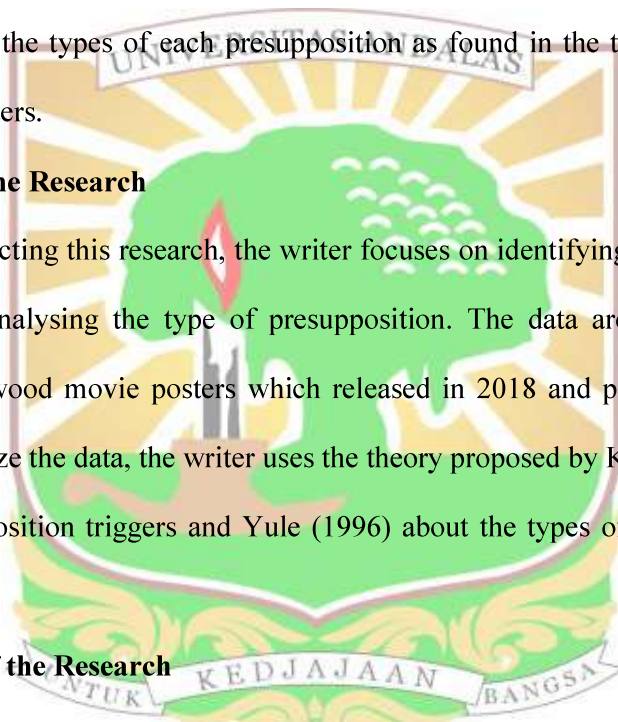
1.5.1 Source of the Data

The data of this research is tagline in the poster of Hollywood horror movies. The tagline is a short, easy to remember, and unique phrase. The writer takes 14 data taglines from the poster of Hollywood horror movies from the IMDb website. Those data were released in 2018 and played at Cinema XXI. They are *The Stranger Prey At Night, Winchester, A Quiet Place, Truth Or Dare, Hereditary, Incident In Ghostland, The First Purge, Slender Man, The Nun, Halloween, Malicious, Down A Dark Hall, He's Out There, and The Possession of Hannah.*

IMDb is a film dictionary for the movie lover because this website gives a review, information film and actor, synopsis, and rating toward the movie. Suryanto (2018) said that this website is famous because the rating from this website accurate and helps the viewer to see a film good or bad. The writer selected the data because the tagline of horror movies poster can be analyzed pragmatics theory. According to www.imdb.com, which website gives information about the film and the rating toward Hollywood movies, those data above have a good grade.

1.5.2 Collecting the Data

In collecting the data, the writer follows several steps. First, the writer searches the website IMDb (Internet Movie Database) www.imdb.com. Next, the writer put the title of the movie. Then, the writer downloaded 14 taglines from the poster of Hollywood horror movie were released in 2018 and showed at XXI cinema. After that, the writer also downloaded those movies and watched all of them. Last, the writer identified the tagline of horror movie posters one by one.

1.5.3 Analyzing the Data

In analyzing the data, the writer uses the book of Karttunen (1973) in Levinson (1983) about presupposition triggers and Yule (1996) about the types of presupposition. The writer focuses on identified presupposition through presupposition triggers. And then, the writer grouped into six types of presupposition and watching the film to analyze context. In analyzing the data, the writer following several steps. Firstly, the writer selected the tagline of the horror movie poster. Secondly, the writer determines presupposition triggers used theory Karttunen (1973). Sometimes in one poster can be drawn more than one presupposition. Thirdly, the writer identified the type of presupposition. Fourthly, the writer put each presupposition into their type, used the theory of Yule (1996).

1.5.4 Presenting the Result of the Analysis

In Presenting the result of the analysis, the writer presents the result of the study in the forms of arguments or verbal language. Moreover, the writer also shows the result of the analysis using the table to give a clear explanation of the analysis. In the process of presenting, the writer attached the picture with the tagline, then mentioned presupposition triggers and type of presupposition.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Review of Related Literatures

In this subsection, the writer found some previous studies related to this research, and the writer focuses on presupposition. From the earlier studies, the writer found that the data are analyzed by using the six types of presupposition used the theory of Yule (1996). There are five previous studies, as follows: Firstly, the research conducted by Fudhail Satria P. Arrasuli (2017), he was an English Department student at Andalas University. His research entitled "Presupposition of Slogan as Found in Toyota Motor Company United States." His study found the types of presupposition in slogan and discovered the meaning within Toyota motor company's slogan. In this research, he used the qualitative method following three steps to conduct the research proposed by Sudaryanto (1993).

In collecting the data, he used the observational method that is non-participant observational method. He collected the slogan of Toyota motor company in the United States from the internet and some additional data from a news article on the internet. In analyzing the data, he used six types of theories presupposition by Yule (1996). Then, in presenting the result of the study, he showed the result of the analysis with the informal method. Based on his finding, he found there are four types of presupposition in Toyota motor company's slogan. He concluded that Toyota motor company's slogan divided into two periods. First, period Toyota motor company is reflected as promoting the product

of Toyota and second, period Toyota does not need to improve the product because this company has proven its existence in the world.

From the research above, the writer knows how to analyze the presupposition slogan in Toyota motor company using the theory of Yule. This research gives us information that slogan in Toyota motor company has another meaning which people does not aware of that slogan. The strength of this research, the researcher able to present the data in simple language and easy to understand. However, in this research, he did put the theory about the meaning to answer second research question. Thus, this study has the same ways of collecting the data and using the same approach in analyzing the type of presupposition, but the source of the data is different from the writer.

Secondly, the research conducted by Atika Pratami (2012), she was an English Department student at Andalas University. Her study, entitled "Presupposition in the Tagline of Romantic Comedy Movies Advertisements." The aim of this study is to find the intended presupposition and the types of presupposition in the tagline of romantic comedy. She took 12 data from Romantic Comedy Movies Advertisements that were released from 2007 until 2011. In analyzing the data, she uses theory by Yule (1996) about context and the types of presupposition. The result of this analysis, she found four intended presuppositions of tagline in the romantic comedy movie advertisements. Firstly, presupposition that explains the existence of the entities name of someone or something. Secondly, presupposition explains that information assumed to be accurate and could be accepted to be true by the readers. Thirdly, presupposition that shows the fact of something that can be found in the story of the movie.

Fourthly, presupposition that explains the meaning of one word in the tagline that non-asserted and still, the meaning of the tagline can be understood by the readers. Another result of her analysis, she found four types of presupposition. They are existential presupposition, structural presupposition, factive presupposition, and lexical presupposition. The dominant type of presupposition in her study is existential presupposition

From this research, she revealed that presupposition in the tagline of Romantic Comedy Movies Advertisements has the intended message. We cannot understand the meaning of the tagline directly without presupposition. Therefore, presupposition helps the writer to understand the meaning of the tagline. In this research, the writer only found the same theory about the types of presupposition, but another theory and the data are different. The weakness of this research is the researcher, did not put theory about meaning.

Thirdly, the research conducted by Winy Prima Linur (2019), she was an English department student at Andalas University. The title of her research is "Presupposition in the Novel the Book Thief." Her research aims to identify the type of presupposition and to analyze the meaning of presupposition in the novel, the book thief. The researcher takes the data from the novel The Book Thief. Moreover, all the type of presupposition found in this research. They are six existential presuppositions, six lexical presuppositions, five factive presuppositions, five counterfactual presuppositions, four non-factive presuppositions, and four structural presuppositions. The dominant type in this research is existential presupposition and lexical presupposition

From the research above, the researcher tried to investigate the type of presupposition and meaning in the novel the Book Thief. She focused on the main conversation character. Presupposition helps to understand the meaning of the main conversation character. The strength of this study, the researcher, found six types of presupposition from the novel, but she did not take the theory of meaning in the second research question. Thus, the theory about the type of presupposition was the same with this research, but the data was different.

Fourthly, the research is an article by Emad Khalili (2017), entitled. "An Analysis of Presupposition Used in Oedipus Rex." The aim of this study is concerned to presupposition and found the types of presupposition in Oedipus Rex. In this research, he used a descriptive research method because he takes the data from the novel, which focuses on the conversation of the character in the story and analyzed the data using theory by Yule (1996) about the types of presupposition. The result of this study, he found five types of presupposition in Oedipus Rex, they are fourteen existential (27%), five lexical (9%), sixteen structural (30%), eight factive (15%), and ten counterfactual (19%). The most types of presupposition are structural presupposition, and less is factive presupposition.

From the article above, he took the object from the drama because of the topic can identify presupposition. There are many conversations in the scene, and people are easy to identify the type of presupposition. The aim of the article is the same with the writer, namely, identify the type of presupposition. From the article, the writer got the concept of language, communication, context meaning, pragmatics, and presupposition. The strength of the article is the language of the

article easy to understand, but the weakness of the article, part of the discussion he did not put the way how to get a result of the study.

The last previous study is the article entitled "The Analysis of Presupposition in the Short Stories of Silvester Goridus Sukur" by Erwin Oktama and Styfanus Mardianto (2013). This research is descriptive qualitative. This study aims to find the types of presupposition and dominant types of presupposition in the short story by Silvester Goridus Sukur. The data of the research are sentences, which contain presupposition triggers. They analyze the data used theory of the types of presupposition by Yule (1996). The result of this study, they found 219 presupposition are 129 existential presuppositions or 58, 90 %, 47 lexical presuppositions or 21, 56 %, 9 structural presuppositions or 4, 10 %, 15 factive presuppositions or 6, 84 %, 7 non factive presuppositions or 3, 19 % and 3 counterfactual presuppositions or 1, 36 %. Thus, they sum up; the dominant type in The Short Stories of Silvester Goridus Sukur is existential presupposition.

In the article, the researcher focused on two books entitled *Striptease Dancer* and *One Night with a Maid*, the first book consists of 11 short stories and the second book consists of 13 short stories. In this article, it also focuses on presupposition triggers. The strength of the article, they explain the article clearly, such as the aim of the research, method of the research, discussion, and conclusion. The weakness of the article is that the object of the article is too much. From this article, the writer has a similarity in the theory of presupposition triggers and types of presupposition. However, the source of the data is different.

In general, from those previous studies above, the writer got an explanation of how to analyze the data using presupposition theory, especially the type of presupposition in pragmatic. The sources of the data from those previous studies are a slogan, tagline, novel, drama, and a short story. Although the writer has the similarity theory and method from the previous studies, the source of the data and research question was different.

2.2 Definition of Key Terms

Pragmatics : dealing with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener or (reader) (Yule, 1996, p. 3)

Presupposition : "Something the speaker assumes to be the case before making an utterance (Yule, 1996, p. 25)."

Tagline : a short phrase or sentence that the company uses to promote its product or service, especially on television or the internet (Cambridge dictionary).

Horror movie : the film that builds to frighten and to bring our hidden worst fears, often in a terrifying, shocking finale, while captivating and entertaining us at the same time. (https://www.filmsite.org/genres.html, March 16, 2019)

Context : physical environment and having a powerful impact on how referring expressions are to be interpreted (Yule, 1996, P.21).

2.3 Theoretical Framework

In this part, the writer explains the theory that related to presupposition. The writer uses Yule's book, Levinson's book, and another book to analyze the data. Before explaining the theory of presupposition, the writer starts to explain pragmatics.

2.3.1 Pragmatics

Pragmatics is one of the branches of linguistics. There are several definitions of pragmatics based on experts. One of the experts said that pragmatics is focuses on with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader) (Yule, 1996, p. 3). The writer infers that in pragmatics, we focus on the meaning of the speaker's utterance from the speaker, but as a listener, we should interpret the exact meaning of the speaker. Sometimes, the meaning of the speaker's utterance, not literal meaning but contextual. For instance: "He got a chair in the government," the meaning of chair in the sentence, not the real chair. The writer infers that in contextually, the meaning of *He got a chair in government* that is he got a position in the government.

Pragmatics as interpretation (Leech, 1983, p. 5). When the speaker has been uttering something, the listener should know the interpretation of the speaker's utterance using a context because the meaning of the speaker's statement has more than one meaning. Pragmatics is the relationship between language and context, which they are language understanding (Levinson, 1983, p. 21). There is a term language understanding. Understanding an utterance more than knows the meaning of word, sentence, or utterance, but the writer related it to another aspect.

For instance, the meaning of the speaker's utterance maybe has implied meaning, assumption, or other pragmatics implications.

In general, as stated by the scholars above, the writer sum up that pragmatics is the study of the meaning from the speaker's utterance depends on the context. We can interpret the meaning of something using context because the context will determine what the meaning of something is.

2.3.2 Presupposition

There are some definitions about presupposition based on experts. Presupposition is something the speaker assumes to be the case before making an utterance (Yule, 1996, p. 25). It means the speaker has an assumption before the speaker says something and what the speaker's utterance also understood by the listener. Yule (2006) stated that presupposition is the assumption of the speaker about something already known by the listener or reader. The writer infers that, the speaker has an assumption and known by the speaker before the speaker uttered something.

Presupposition is an inference or proposition whose the truth is taken for granted in the utterance or sentence (Huang, 2007, p. 65). It means the speaker and the listener make an inference or proposition of an utterance. Thus, Levinson (1983) stated that presupposition is one of the kinds of pragmatic inference. In pragmatic inference, inferences cannot be thought of as semantic because the meaning of words, phrases, and sentences are the result of the speaker's assumption and the listener's assumption.

Thus, the writer sums up that presupposition is the assumption from the speaker about the meaning of utterance before the speaker says something, and

the listener has the same premise about their interpretation what the speaker's utterance. In this case, only the speakers have presupposition, not sentences.

In presupposition, there are two relationships between two propositions, such as sentence (1) is proposition p and sentence (2) is proposition q, then using the symbol >>, it presupposes. For instance, as below:

[1]   a. Rose's cat is cute   (=p)
        b. Rose has a cat   (=q)
        c. p >> q

However, there is another sentence when we produce the opposite sentence in [1. a] by negating it (=NOT p) and the relationship of presupposition does not change, proposition q is the same with a sentence [1. b], and it is presupposed, NOT p. For instance, as below:

[2]   a. Rose's cat is not cute   (=p)
        b. Rose has a cat   (=q)
        c. NOT p >>q

This presupposition above, we called as constancy under negation. It means that the presupposition of a statement will remain constant (still valid), even though there is a statement that is negated.

2.3.3 Presupposition Triggers

Presupposition triggers are construction or item that show the existence of presupposition in the utterance. As stated by Karttunen (1973) in Levinson (1983), there is 31 types of triggers but only 13 kinds of triggers in this explanation as following:

1. **Definite descriptions**

   Karttunen (1973) explained that definite descriptions are associated with the proper noun and possessive construction (as cited in Keenan, 1972).

For instance:

John saw the man with two heads

>> There exists a man with two heads.

2. **Factive verbs**

    Karttunen (1973) said that factive verbs are telling the truth of the proportional complement, usually using a verb like: regret, aware, realize, odd, know, be sorry that, be proud that, be indifferent that, be glad that, and be sad (as cited in Kiparsky & Kiparsky, 1972). For instance:

    Martha regrets drinking john's homebrew

    >> Martha drank john's homebrew

3. **Implicative verbs**

    Karttunen (1973) explained that implicative verbs that triggered by using a verb like manage, forget, happen, and avoid (as cited in Karttunen, 1971b). For instance:

    John managed to open the door

    >> John tried to open the door

4. **Change of state verbs**

    Karttunen (1973) argued that change of state verbs is presupposition triggers using a verb like stop, begin, continue, start, finish, carry on, cease, take, leave, enter, come, go, arrive, etc (as cited in Sellar, 1954 & Karttunen, 1973). For instance:

    John stopped beating his wife

    >> John had been beating his wife

5. **Iterative**

Iterative is repeating presupposition that used a word such as again, anymore, return, another time, to come back, restore, repeat, and for the nth time. For instance:

a) The flying saucer came

>> The flying saucer came before

b) You cannot get gobstoppers anymore

>> You once could get gobstoppers

c) Carter returned to power

>> Carter held power before

6. **Verbs of judging**

Karttunen (1973) stated that verbs of judging are implications. This presupposition triggers, unlike other presuppositions, because there is not associated with the speaker or subject of the verb of judging (as cited in Wilson, 1975).

For instance:

a) Agatha accused Ian of plagiarism

>> Agatha think plagiarism is bad

b) Ian criticized Agatha for running way

>> Ian thinks) Agatha ran away

7. **Temporal clauses**

Karttunen (1973) said that the presupposition is triggered by temporal clauses such as: before, while, since, after, during, whenever (as cited in Frege, (1892) in Heinamaki (1972).

For instance:

   a) Before Strawson was even born, Frege noticed presupposition

       >> Strawson was born

   b) Since Churchill died, we have lacked a leader

       >> Churchill died

8. **Cleft sentences**

Karttunen (1973) stated that cleft sentences are the speaker and the listener has the same presupposition, and its presupposition has been claimed (as cited in Halvorsen, 1978). For example:

a) It was henry that kissed Rosie

   >> Someone kissed Rosie

b) What john lost was his wallet

   >> John lost something

9. **Implicit cleft with stressed constituents**

Karttunen (1973) explained that certain presupposition occurs by the two cleft construction and also triggered by the heavy stress on a component (as cited in Chomsky, 1972, Wilson & Sperber 1979). For instance:

John did compete in the Olympics

   >> John did compete somewhere (cf, it was /was not in the Olympics that john competed.

10. **Comparisons and contrasts**

Karttunen (1973) said that the sentence is marked by stress (or by other prosodic means), by particles like too, back, in return, or by comparative constructions (as cited in G. Lakoff, 1971).

For example:

Carol is better linguist than Barbara

>> Barbara is linguist

11. Non- restrictive relative clauses

There are two primary relative clauses in English; they are restrict or delimit noun phrases (restrictive) and provide additional parenthetical information (non- restrictive).

For instance:

The Proto Harrappans flourished 2800-2650 B.C. were great temple builders.

>> The Proto Harrappans flourished 2800-2650 B.C.

12. Counterfactual conditionals

Counterfactual conditionals are presupposition triggers where the word 'If' indicates conditional contrary to the fact. For instance:

If Hannibal had only had twelve more elephants, the Romance languages would this day exist

>> Hannibal did not have twelve more elephants.

13. Questions

WH-questions indicate a presupposition that obtained by replacing the WH-word by appropriate variable., like whereby somewhere, how by somehow. For example:

Who is the professor of linguistics at MIT

>> Someone is the professor of linguistics at MIT
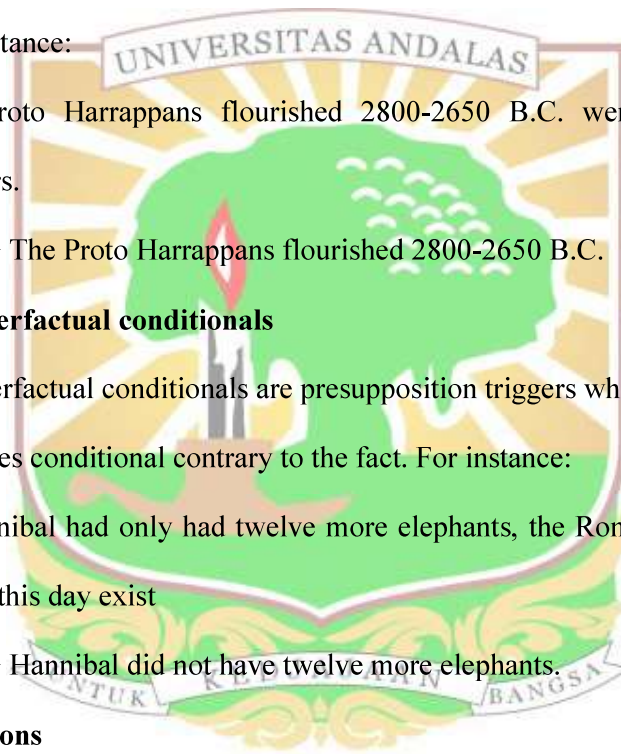
2.3.4 Type of Presupposition

There are six types of presupposition, according to Yule (1996) as follows:

1. **Existential Presupposition**

Existential presupposition is the presupposition that describes the existence of something, and it is not only supposed to be presented in possessive construction but also presented a definite noun phrase.

a. Your mother   (>> you have a mother)

b. John bought an apartment   (>> there is John and apartment)

2. **Factive Presupposition**

Factive Presupposition is the presupposition that shows the fact of assumption using a verb like *know, realize, regret, aware, odd, and glad*.

Example:

a. She did not realize he was tired   (>> he was tired)

b. l regret leaving him   (>> l left him)

c. I was not aware that he died   (>> he died)

d. It is not odd that he left early   (>> he left early)

e. I am glad that it is over   (>> it is over)

3. **Lexical Presupposition**

Lexical presupposition, where the information asserted in one form conventionally, then interpreted, and it has another meaning.

Example:

a. She stops writing a poem   (>> she was writing a poem before)

b. You are late again   (>> you were late before)

4. **Structural Presupposition**

Structural Presupposition is the presupposition associated with the use of certain words and phrases that have analyzed conventionally and regularly and already assumed to be true.

Example:

a. When did he leave   (>> he left)

b. Where did you buy the bag   (>> you bought the bag)

5. **Non- Factive Presupposition**

Non- Factive Presupposition is a presupposition that assumed not to be true, using verbs like a *dream, imagine, and pretend.*

Example:

a. I dreamed that I went to the moon   (>> I was not to go to the

moon)

b. We imagined we were in Dubai   (>> we were not in Dubai)

c. She pretends to be happy   (>> she is not happy)

6. **Counter-Factual Presupposition**

Counter-Factual Presupposition is the type of presupposition that the meaning of the presupposed is not - only not right but the opposite what is the correct or contrary to fact.

Example:

If you are my brother, you would have kept me (>> you are not my

brother)

2.3.5 Context

Context has a significant role in pragmatic because without context, we cannot determine the meaning directly. There are several definitions of context; as stated by the expert, context is each knowledge about the assumption to be shared by the speaker and the listener, which helps the listener to interpret the meaning of the speaker's utterance (Leech, 1983, p. 13). In this definition, when we understand the meaning of the speaker's utterance, we can see the background of that utterance because the background will help to determine what the meanings of the speaker's utterance are.

"Context is the physical environment and having a powerful impact on how referring expressions are to be interpreted" (Yule, 1996, p. 21). Yule said that context is the ability to understand the reference in expression. From Yule's explanation to determine the meaning in the speaker's expression, we need to know the physical environment, or we called any background can influence the exact meaning of the speaker's utterance. For instance, the speaker says like this "Be quiet, please!" using another expression, we can determine that they are angry.

Another definition context is a dynamic context and not a static concept (Mey, 2001, p. 39). The meaning of this is context dynamic, and the background will change depending on situation, place, time, the closeness of relations between the speaker and hearer and process interaction between them. There are two types of context they are physical contexts such as where a sign in the located and linguistic context such as a preceding sentence in a passage. Thus,

context is essential to understand the meaning of the speaker to avoid misunderstanding.

Thus, based on the definition of experts above, the writer sum up that context is the situation, condition, information, and background that can influence the meaning. If in the conversation, there is no context, it will make the speaker and the hearer confused in understanding the meaning of the utterance, and it occurs misunderstanding.