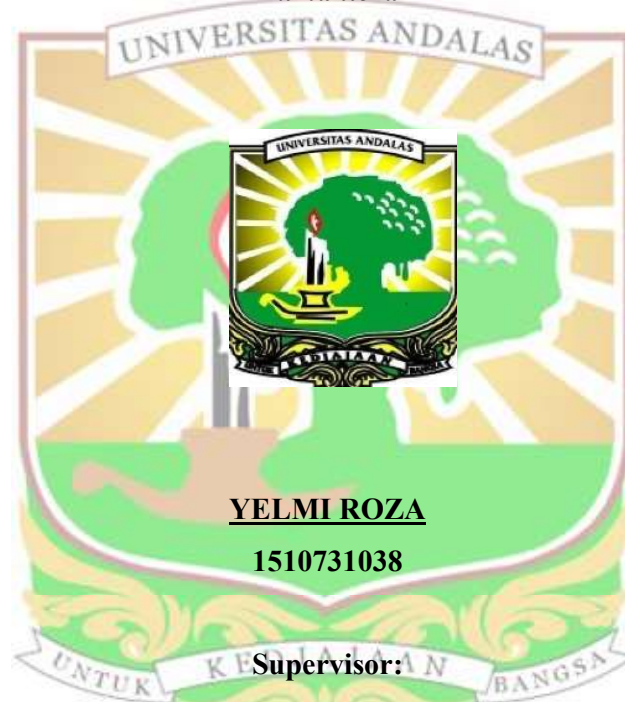


**PRAGMATICS ANALYSIS OF PRESUPPOSITION AS FOUND
IN THE TAGLINE OF HORROR MOVIE POSTERS**

A THESIS

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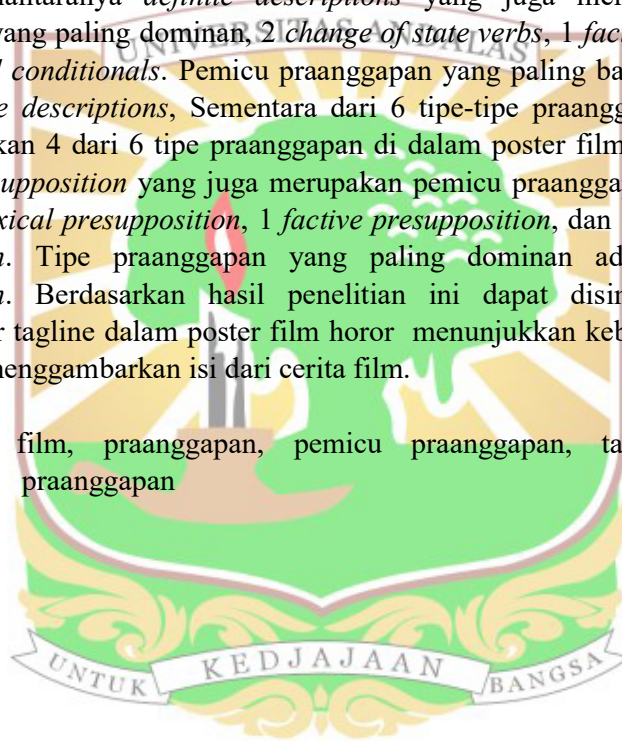
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Abstrak

Penelitian ini tentang *Pragmatics Analysis of Presupposition as Found in the Tagline of Horror Movie Posters*. Tujuan penelitian ini untuk menemukan pemicu praanggapan dan tipe-tipe praanggapan dalam *tagline* poster film horor. Di dalam penelitian ini, data dikumpulkan dengan cara mengunduh 14 *tagline* poster film horor. Selanjutnya, *tagline* yang ada dipisahkan berdasarkan pemicu dan tipe-tipe praanggapan yang ada. Data penelitian ini dianalisis menggunakan dua teori yaitu teori pemicu praanggapan yang dikembangkan oleh Karttunen (1973) dan teori mengenai tipe-tipe praanggapan yang dikembangkan Yule (1996). Hasil penelitian disajikan dalam bentuk argumen dan tabel. Dari hasil analisis data ditemukan dari 42 pemicu praanggapan yang ada di dalam *tagline* poster film horor, 31 diantaranya *definite descriptions* yang juga merupakan pemicu praanggapan yang paling dominan, 2 *change of state verbs*, 1 *factive verbs*, dan 1 *counterfactual conditionals*. Pemicu praanggapan yang paling banyak ditemukan adalah *definite descriptions*. Sementara dari 6 tipe-tipe praanggapan yang ada, hanya ditemukan 4 dari 6 tipe praanggapan di dalam poster film horor, yaitu 31 *existential presupposition* yang juga merupakan pemicu praanggapan yang paling dominan, 9 *lexical presupposition*, 1 *factive presupposition*, dan 1 *counterfactual presupposition*. Tipe praanggapan yang paling dominan adalah *existential presupposition*. Berdasarkan hasil penelitian ini dapat disimpulkan bahwa sebagian besar *tagline* dalam poster film horor menunjukkan keberadaan sesuatu hal dan juga menggambarkan isi dari cerita film.

Kata kunci: film, praanggapan, pemicu praanggapan, *tagline*, tipe-tipe praanggapan



Abstract

This research is about pragmatics analysis of presupposition as found in the tagline of horror movie posters. This research aimed to find out presupposition triggers and type of presupposition in the tagline of horror movie posters. In this research, the data were collected by downloading 14 taglines in horror movie posters. Then, the data downloaded were divided according to the presupposition triggers and the types of presuppositions. The data were analyzed using two theories, presupposition triggers by Karttunen (1973) and the type of presupposition proposed by Yule (1996). The result of the analysis shows an argument and a table. The results show that from 42 presupposition triggers found in the tagline of horror movie posters, there are 31 definite descriptions also as the most dominant presupposition triggers. Other presupposition triggers found are 2 change of state verbs, 1 factive verb, and 1 counterfactual conditional. Meanwhile, from 6 types of presuppositions, there are only 4 types of presuppositions found in the tagline of horror movie posters, they are 31 existential presupposition also as the most dominant type of presupposition, 9 lexical presupposition, 1 factive presupposition, and 1 counterfactual presupposition. It concludes that most of the taglines of horror movie poster show the existence of something and also describes the story of the movie.

Keyword: movie, presupposition, presupposition triggers, tagline, type of presupposition

