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PRESUPPOSITION IN COCA-COLA SLOGANS

A THESIS



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David Berman

ABSTRAK

Dalam skripsi ini penulis membahas tentang presuposisi pada slogan Coca-cola. Penulis menganalisis jenis-jenis presuposisi yang terdapat pada slogan Coca-cola. data diambil dari situs resmi Coca-cola. Tujuan penulisan skripsi ini untuk mengungkap informasi yang terkandung dalam slogan-slogan tersebut tersebut, terutama presuposisi.

Data yang diambil adalah 22 slogan Coca-cola dari rentang waktu 1886 sampai 2006. Data dianalisis dengan menggunakan metode padan pragmatik oleh Sudaryanto (1993). Sebagai acuan dalam proses penganalisaan data digunakan teori presuposisi pragmatik. Analisis disajikan dengan memperhatikan *ethnography of communication* yang dikemukakan oleh Hymes (Wardhaugh, 1986) sehingga makna pra-anggapan dapat ditemukan.

Dari 22 slogan yang dianalisa, ditemukan 3 dari 6 jenis pra-anggapan yang dikemukakan oleh Yule. Jenis-jenis pra-anggapan yang ditemukan tersebut adalah *Existential Presupposition*, *Factive Presupposition*, dan *Lexical Presupposition*. *Existential presupposition* paling banyak ditemui pada slogan ini, yaitu sebanyak; 17 data (81, 81%), *factive presupposition* 1 data (4, 54%), and *lexical presupposition* 3 data (13, 63%). Dari hasil analisis, penulis menyimpulkan bahwa slogan Coca-cola umumnya membuat pembaca menyadari eksistensi produk tersebut atau hal yang berkaitan dengan produk tersebut.

Keywords: *Presuposisi, pragmatik, ethnography of communication*



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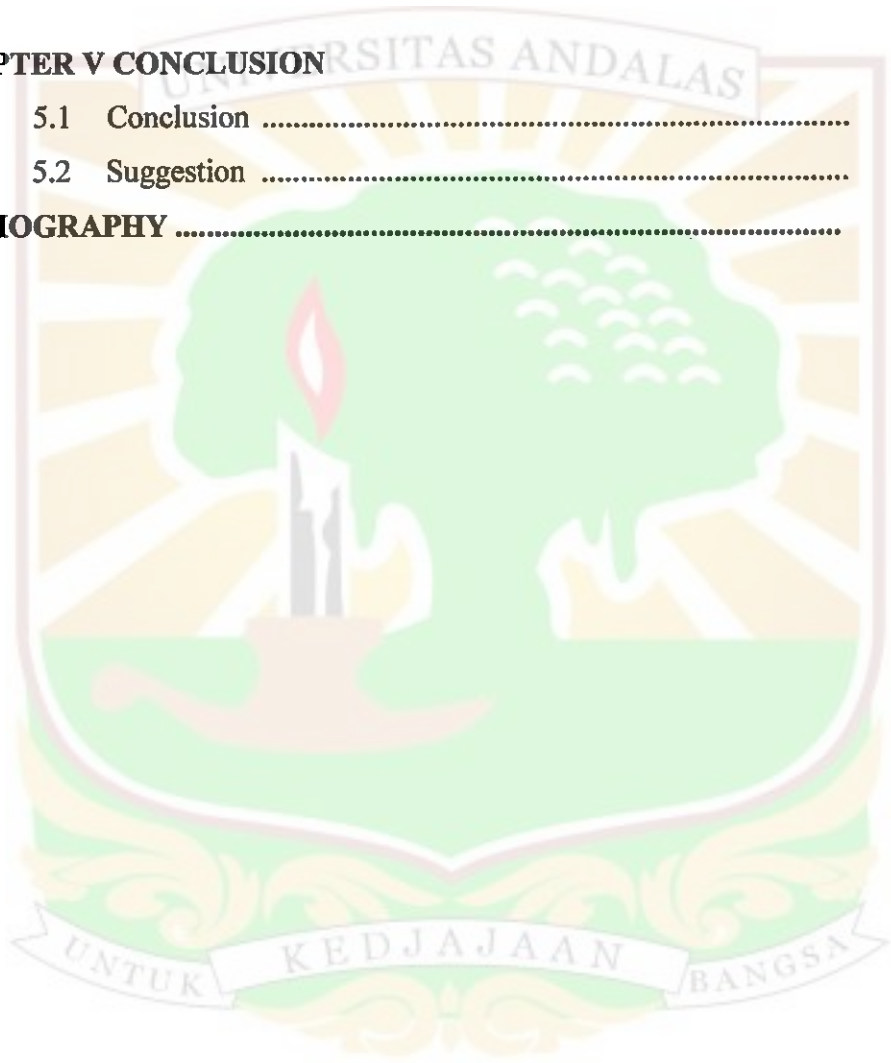
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CHAPTER I

INTRODUCTION

1.1 Background of the Research

An utterance may contain many things and rules. A simple utterance may contain complicated thing inside the utterance based on linguistics perception. As we know, only speaker that know about the language that they use, their utterances and words. Linguist and expert can only predict and or make a guide line to interpret the meaning of an utterance. An utterance may have different meaning in different study. Linguists have made some guide line to interpret the meaning of an utterance. Some has determined the types of meaning, how to interpret the meaning and things that we need to consider to interpret the meaning of an utterance. One of linguistics study is presupposition. Presupposition is background assumption an inference or proposition whose truth is taken for granted in the utterance of the sentence (Palmer, 1981, p. 167). There are two basic types of presupposition, they are; presupposition in a semantic notion and in Pragmatic notion (Karttunen, 1973). There is no conflict between the semantic and the pragmatic concepts of presupposition. They are related, even though different notions. (Karttunen, 1973)

According to Van Fraassen in Karttunen, sentence A semantically presupposes another sentence B, just in case B is true whenever A is either true or false. In other words, the truth of B is a condition or the bivalence of A. If A presupposes B and B is false, then A is neither true nor false: it is without truth value or has some third indeterminate truth value. In this sense, presupposition is semantic relation between two sentences; it does not directly involve the speaker or the listener or the context in which the sentence is uttered. (Karttunen, 1973)

The statement above is the concept of semantic presupposition. A presupposition can be defined logically, in that presupposition is 'constant under negations'. (Palmer, 1981).in pragmatic notion a presupposition is something the speaker assumes to be the case prior to making an utterance (Yule, 1996:25). It is the speakers who have the presupposition, not the sentences. The example of presupposition can be seen in the following sentence:

- *All of Jack's children are bald.*

There are many assumptions can be acquired from the sentence above. It presupposes that a person who named Jack exists and he had children.

Presupposition is treated as a relationship between two propositions. A sentence contains of the proposition p and q , then the symbol \gg is used to mean presupposes (Yule, 1996). We can see the relationship in the following example:

- a. *"Six million a day"* ($=p$)
- b. *Many a day. (consume by people)* ($=q$)
- c. $p \gg q$

In this research the writer analyze the slogans with the theory of presupposition. For example, the data above is taken from the slogan of Coca-cola. This brand is a well-known soft drink brand. This brand has changed the slogan for several times. The full sentence may, it (Coca-cola) is six million a day. The utterance is lexical presupposition, because the utterance can be interpreted with the presupposition that another meaning is understood. In lexical presupposition, particular expression is taken to presuppose another information (Yule, 1996).

The writer choose slogan of this brand as the data because this brand is a world reputation soft drink that can be found almost every country in the world. This brand always makes a slogan for the brand to attract the costumer. As we can see in the Coca-cola Webpage.

Throughout the years, the slogans used in advertising for Coca-Cola have reflected not only the brand, but the times. Slogans provide a simple, direct way to communicate about Coca-Cola. The 1906 slogan, "The Great National Temperance Beverage," reflects a time when the society in the United States was veering away from alcoholic beverages, and Coca-Cola provided a nice alternative. Other slogans have concerned our sales figures, such as "Three Million a Day" from 1917 or "Six Million a Day" from 1925. In terms of drinks a day, that's a vast difference from the one billion a day mark The Coca-Cola Company passed in 1997. Some slogans for Coca-Cola have concentrated on the quality of the product, its refreshing taste, or even its role in entertaining, as in 1948's "Where There's Coke There's Hospitality." In 1985, the introduction of a new taste of Coca-Cola (commonly called new Coke®) and the reintroduction of Coca-Cola classic and the original formula led to multiple slogans. 1985 featured "America's Real Choice," while by 1986, two slogans were used to differentiate the brands, with "Red, White & You" for Coca-Cola classic and "Catch the Wave" for Coca-Cola (thecoca-colacompany.com, 2006)

For example in Coca-cola:

"Thirst Knows No Season".
(thecoca-colacompany.com, 2006)

The quotation can be presupposed as:

- a. >> *There is a sense of thirst.*
- b. >> *You can be thirsty any time.*

The first presupposition (a) informs the reader that we have a sense of thirst. The next presupposition (b) makes people realize that they can be thirsty anytime.

1.2 Research Question

There are some Coca-cola slogans that may not have presupposition, some of them only consist some words or "*Delicious and Refreshing*" and "*Red, White & You*". And not all of types of presupposition that may occur in Coca-cola slogans. These kinds of data will encounter problem when we try to find the presupposition they only have general presupposition; this kind of utterances only presupposes there is something. In conducting the research there are two research questions in the analysis of presupposition in the Coca-cola slogans. They are:

1. What are the presuppositions in the Coca-cola slogans?
2. What are the types of presupposition in the Coca-cola slogans?
3. What is the meaning of the presupposition which is found in the Coca-cola slogan?

1.3 Objective of the Research

Based on the research question above, there some objectives of why this research is conducted. After test the presupposition by negation test and try to interpret the meaning, by applying some theory, the aims of this research are, at least can answer these research questions:

1. To determine the presupposition in the Coca-cola slogans.
2. To determine the types of presupposition in the Coca-cola slogans
3. To define the meaning of the presupposition which is found in the Coca-cola slogan?

1.4 Limitation of the Study

This research focuses on the analysis of pragmatics presupposition found in the Coca-cola slogans. The research determines the type and then interprets the meaning of the presupposition of the slogans. The data are taken from internet (from Coca-Cola site and also another site that provide necessary information). The writer sorts some of slogans of Coca-cola from 1886 until 2006.

1.5 Population and Sample

The population of this research is Coca-cola slogans from 1886 until 2006. The sample is taken by sorting some of the slogans. A total of 22 Coca-cola slogans from the Coca-cola site were examined. The selection was made after reading all the coca-cola slogans and considering whether presuppositions exist and whether they are fair representatives of the other slogans available. In the population the writer find utterance that consist three words, such as *Red, White & You*. This utterance may encounter problem when we try to find the presupposition. So, that is why this kind of utterance did not use as the sample. The sample *three million a day* and *six million a day*, are almost the same so the writer does not include one of them.

Table 1. Population

Slogans
1886 - <i>Drink Coca-Cola</i>
1904 - <i>Delicious and Refreshing</i>
1905 - <i>Coca-Cola Revives and Sustains</i>
1906 - <i>The Great National Temperance Beverage</i>
1917 - <i>Three Million a Day</i>
1922 - <i>Thirst Knows No Season</i>
1923 - <i>Enjoy Thirst</i>
1924 - <i>Refresh Yourself</i>
1925 - <i>Six Million a Day</i>

1926 - *It Had to Be Good to Get Where It Is*
 1927 - *Pure as Sunlight*
 1927 - *Around the Corner from Everywhere*
 1929 - *The Pause that Refreshes*
 1932 - *Ice Cold Sunshine*
 1938 - *The Best Friend Thirst Ever Had*
 1939 - *Thirst Asks Nothing More*
 1939 - *Whoever You Are, Whatever You Do, Wherever You May Be, When You Think
 of Refreshment Think of Ice Cold Coca-Cola*
 1942 - *The Only Thing Like Coca-Cola is Coca-Cola Itself*
 1948 - *Where There's Coke There's Hospitality*
 1949 - *Along the Highway to Anywhere*
 1952 - *What You Want is a Coke*
 1956 - *Coca-Cola... Makes Good Things Taste Better*
 1957 - *Sign of Good Taste*
 1958 - *The Cold, Crisp Taste of Coke*
 1959 - *Be Really Refreshed*
 1963 - *Things Go Better with Coke*
 1969 - *It's the Real Thing*
 1971 - *I'd Like to Buy the World a Coke (part of the "It's the Real Thing" campaign)*
 1975 - *Look Up America*
 1976 - *Coke Adds Life*
 1979 - *Have a Coke and a Smile*
 1982 - *Coke Is It!*
 1985 - *We've Got a Taste for You (for both Coca-Cola & Coca-Cola classic)*
 1985 - *America's Real Choice (for both Coca-Cola & Coca-Cola classic)*
 1986 - *Red, White & You (for Coca-Cola classic)*
 1986 - *Catch the Wave (for Coca-Cola)*
 1987 - *When Coca-Cola is a Part of Your Life, You Can't Beat the Feeling*
 1988 - *You Can't Beat the Feeling*
 1989 - *Official Soft Drink of Summer*
 1990 - *You Can't Beat the Real Thing*
 1993 - *Always Coca-Cola*
 2000 - *Coca-Cola. Enjoy*
 2002 - *All the world loves a Coke*
 2001 - *Life Tastes Good*
 2003 - *Coca-Cola... Real*
 2005 - *Make It Real*
 2006 - *The Coke Side of Life*

Table 2. Sample

Slogans
1886 - <i>Drink Coca-Cola</i>
1905 - <i>Coca-Cola Revives and Sustains</i>
1917 - <i>Three Million a Day</i>
1922 - <i>Thirst Knows No Season</i>
1923 - <i>Enjoy Thirst</i>
1927 - <i>Pure as Sunlight</i>
1929 - <i>The Pause that Refreshes</i>
1938 - <i>The Best Friend Thirst Ever Had</i>
1939 - <i>Thirst Asks Nothing More</i>
1942 - <i>The Only Thing Like Coca-Cola is Coca-Cola Itself</i>
1952 - <i>What You Want is a Coke</i>
1956 - <i>Coca-Cola... Makes Good Things Taste Better</i>
1957 - <i>Sign of Good Taste</i>
1963 - <i>Things Go Better with Coke</i>
1969 - <i>It's the Real Thing</i>
1971 - <i>I'd Like to Buy the World a Coke</i>
1976 - <i>Coke Adds Life</i>
1985 - <i>We've Got a Taste for You</i>
1985 - <i>America's Real Choice</i>
1990 - <i>You Can't Beat the Real Thing</i>
2002 - <i>All the world loves a Coke</i>
2001 - <i>Life Tastes Good</i>

1.6 Method of the Research

In conducting the research of utterance meaning in the Coca-cola, the writer used the methods and techniques that were proposed by Sudaryanto (1993). The research consists of three steps of linguistic research, they are collecting the data, analyzing the data, and the last presenting the result and the finding of analysis. Each step applies the method and techniques that is proposed by Sudaryanto. The steps are;

1.6.1 Collecting the Data

The data of this research is taken from the Coca-Cola site and sites that provide this soft drink slogans and advertisement. The data is taken by choosing several slogans that contains of presupposition. The method is used in collecting the data is non-participant observational method. The data are only taken by the website and the writer did not directly have a conversation in making the data. And the technique which is applied in this method is note taking (Sudaryanto, 1988). The data is taken from the list of the slogans of the soft drink, and then sort some of them that to be analyzed.

1.6.2 Analyzing the Data

In analyzing the data, the writer applies pragmatic identity method. In this research, the slogans maker or the advertiser will be regarded as the sender or the speaker and the reader as the receiver or listener. The data will be determined its type of presupposition by theory which is provided by Yule. The types can be determined by the indicator in the sentence (words, phrases, and structures) which is known as the potential presupposition) (Yule, 1996). Then the sentences will be interpreted or determined the presupposition applying the theory from Yule (Yule, 1996) related to presupposition. In determining the presupposition, there is also using negation test. The utterance and its presupposition will be interpreted using the ethnography of communication theory by Hymes. The technique which is applied in the analysis is interlocutor reaction. In this case; the advertiser is regarded as the sender and the reader as the receiver.

1.6.3 Presenting the Result of Data Analysis

In presenting the result, there are two methods that are used. They are informal and formal method. Informal method that is technically in form of brief and clear verbal statement and formal one is that is presented in the form sign and symbol (Sudaryanto, 1993: 145).



CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Review on Related Literature

The study of presupposition has been conducted by several authors previously. Some of them are Wang Yingfang from Central China Normal University and Carrie Ka Yee Lam from the University of Hong Kong. The first study was conducted by Yingfang from. She analyzed *Analysis of Presupposition and its Function in Advertisement* (Yingfang, Analysis of Presupposition and its Function in advertisement, 2007). She assumed that in modern society, advertising plays a very important role in people's daily life. There exist some relations between presupposition and advertising language. The emphasis of this paper is placed on presupposition and its pragmatic functions of advertising language from three angles: presupposition and advertisement information, presupposition psychology and market strategies of advertisements. In order to make advertising language convey more information and be full of agitation, advertisers always use presupposition. In this research the author assumed that presupposition has important in adverting language. She stated that there are at least four function of presupposition in advertising language; orienting function, concealment function, targeting function, and distance-shortening function.

The second research is conducted by Carrie Ka Yee Lam from the University of Hong Kong. Her research entitled *what is useful about presupposition in advertisements and what does it reflect?* (Lam, 2009). She also studied about presupposition in advertisement. Lam also thought that advertising has an important role in our modern social life. She focused on these two features: 1) the functions of presupposition in advertising; (2) the ways in which food advertisements in Hong Kong reflect traditions and values of Hong Kong culture. In her research she found several functions of presupposition in advertisement, they are implicit competition, Causing readers to consider the existence of the products or service, and Making the advertisement short and memorable. For example, Presupposition as implicit competition:

Maxims' moon cake television commercial: "Give the best to the best". The statement presupposes that Maxims' moon cake is the best when compared to the other brands of the same product type. As required by the law, the advertisements cannot directly assert that their product is better than other brands of the same product types, so they presuppose the message. Regarding the Maxims text above, the advertisement cannot directly assert, "Maxims is better than Kee Wah", otherwise Maxims would probably get into legal disputes (Lam, 2009)

Comparing to the two researches above, the writer found that their study has similarities with this research which discuss the same topic, which is to analyze a presupposition in a sentence or utterance. The writer fully agrees with these two researches above. Both of them treat presupposition as unstated information that play important role in communication, more over in advertising language. One important part in presupposition is that the sender and receiver should have the same background knowledge, as stated by Yingfang in her research.

Presupposition can work as it hoped by the sender if the receiver has the same background knowledge to them. Actually both of the researches are mostly the same, but the author explained it in different way, example, and terms. The previous studies above can give contribution and guidance to this research. By referring to those researches the writer hope can conduct a better research.

2.2 Definition of Key Terms

Presupposition:

Presupposition is a necessary precondition meaning in a sentence. (Strawson in Palmer, 1981). Renkema (1987:155) states that presupposition is “the implicit information which must be true for sentence to either true or false and which is not affected by a negation”.

Existensial Presupposition

Existensial presupposition is a type of presupposition that presuppose something to be exist. It usually found in possessive construction and definite noun phrase.

Factive Presupposition

Factive presupposition is the condition when the presupposed information following certain verbs like know, realize, regret, and phrases involving ‘be’ with aware, odd, and glad. In factive presupposition, the use of particular expression is taken to presuppose the truth of the information stated after it.

Lexical Presupposition

Lexical presupposition is a type of presupposition when an utterance can be interpreted with the presupposition that another meaning is understood. In lexical presupposition, particular expression is taken to presuppose another information.

Structural Presupposition

Structural presupposition is the condition when the presupposition in certain sentence is already assumed to be true. It is found in interrogative sentence, where the listener tend to accept the presupposition to be true.

Non-factive Presupposition

Non-factive presupposition is one of the type of presupposition that assumed not to be true. In this type of presupposition, the information that presupposed in certain utterance or sentence is assumed not to be true by the listener.

Counter-factual Presupposition

In counter-factual presupposition, the presupposed information is not just not true, but also the opposite of the truth. It is the contrary to the facts.

The Ethnography of communications

The Ethnography of communicative event is a description of all the factors that are relevant in understanding how that particular communicative event achieves its objectives (Wardhaugh, 1986).

1. Setting and scene (S)

Setting refers to the time and place of a speech act and to the physical circumstances where the speech takes place. Scene refers to the abstract physiological setting within particular setting, or the cultural definition of the occasion. The participants are free to change the scenes, as they change the level of formality (Wardhaugh, 1986)

2. Participants (P)

Participants include various combinations of speaker-listener, writer-reader, addressor-addressee, sender-receiver, it may also the advertisement maker and the consumer (Wardhaugh, 1986)

3. Ends (E)

Ends refers to personal goals that participants seek to accomplish on particular occasion (Wardhaugh, 1986)

4. Act sequence (A)

Act sequence refers to the actual form and content of what is said: the précis words used, how they are used, and the relationship of what is said to the actual topic at hand. (Wardhaugh, 1986)

5. Keys (K)

Refers to the tone, manner or spirit in which a particular message is conveyed, for instance, light-hearted, serious, precise, pedantic, mocking, sarcastic, pompous, and so on. The key may also be marked nonverbally by certain kinds of behavior, gesture, posture, or event deportment (Wardhaugh, 1986))

6. Instruments (I)

Refers to the choice of channel, e.g. oral, written, or telegraphic, and to the actual forms of speech employed, such as language and dialect.

7. Norms (N)

They refer to specific behavior and properties that attach to speaking and also to how these may be judged by someone who does not share them, for example loudness, silence, and gaze return. People use norms to make their conversation or communication go smoothly and comfortably (Wardhaugh, 1986).

8. Genre (G)

It refers to the type of utterance such as poem, proverbs, riddle, sermons, prayers, lectures, and editorial (Wardhaugh, 1986)

Proposition:

Proposition is an attribute to some entity or a relation between two more entities (Cruse, 2000).

Slogan:

Noun a word or phrase that is easy to remember, used for example for by a political party or in advertising to attract people's attention or to suggest an idea quickly (Hornby, 2000).

Coca-cola or Coke:

Coca-Cola is a Brand of well known soft drink and it also known as coke.

2.3 Theoretical Framework

In attempting to express themselves, people do not only produce utterances containing grammatical structures and words, they perform action via those utterances (Yule, 1996). When we people try to say something, there are so many things that we need to consider outside the grammatical structures and their words. Sometimes the grammatical structures and the words that people use in their communication overlap its function. So, to know the exact meaning of one utterance we need to know the circumstance of the conversation or utterance and also, we have to share the same knowledge to the speaker or sender. In conducting the research, the writer applies pragmatics presupposition by Yule. In interpreting the meaning the writer applies Ethnography of communication by Hymes. First, the writer determines the types of the presupposition then interpret the meaning by applying the ethnography of communication theory by Hymes.

CHAPTER III TYPES OF PRESUPPOSITION IN COCA-COLA SLOGANS

3.1 Introduction

This chapter discusses the analysis the data that is take from the Coca-cola slogans. The data is retrieved from the Coca-Cola website. The writer analyses 22 data. The writer classifies the type of presupposition by using theory that proposed by Yule (1996). The data are arranged based on the time of the slogans made. Not all of type of presupposition is found in Coca-cola slogans, so the writer do not arranged it based on the types of presupposition, the data is arranged based on the issued years of the data or slogans. One of the criteria presuppositions is constant under negation, so the writer applies this feature to test or determine the presupposition..

3.2 Types of Presupposition in Coca-cola Slogans

(1) *"Drink coca-cola"*

(thecoca-colacompany.com, 2006)

Type of presupposition: Existential presupposition

This is the Coca-cola slogan in 1886 (thecoca-colacompany.com, 2006). The presupposition is existential presupposition because the utterance committed to the existence of the entities named, the coca-cola (Yule, 1996). We can that the negation test below did not cancel the presupposition that there is Coca-cola.

- a. *Drink coca-cola.* (= p)
- b. There is Coca-cola (= q)
- c. $p \gg q$

Negation test

- a. *Do not drink coca-cola.* (=NOT p)
- b. There is Coca-cola. (= q)
- c. NOT p >> q

(2) “Coca-Cola Revives and Sustains”

(thecoca-colacompany.com, 2006)

Type of presupposition: Existential presupposition

This is the Coca-cola slogan in 1905 (thecoca-colacompany.com, 2006).

The presupposition is existential presupposition because the utterance committed to the existence of the entities named, the coca-cola (Yule, 1996).

- a. *Coca-Cola Revives and Sustains.* (= p)
- b. There is Coca-cola (= q)
- c. p >> q

Negation test

- a. *Coca-Cola does not Revive and Sustain* (= NOT p)
- b. There is Coca-cola. (= q)
- c. NOT p >> q

(3) “Three Million a Day”

(thecoca-colacompany.com, 2006)

Types of presupposition: lexical presupposition

The utterance is slogan Coca-cola in 1917 (thecoca-colacompany.com, 2006). This utterance has lexical presupposition, because the utterance can be interpreted with the presupposition that another meaning is understood. In lexical

presupposition, particular expression is taken to presuppose another information (Yule, 1996). What is meant by three millions is the amount of Coca-cola drunk by people a day in the time the slogan was made. The utterance presuppose that Coca-cola was drunk by many people a day, that is why this presupposition is lexical presupposition, because from the utterance *there millions a day* we can understand other meaning that Coca-Cola was drunk by many people a day at that time.

- a. *Three Million a Day* (= p)
- b. *Many a/per day* (= q)
- c. $p \gg q$

Negation test

- a. *It is not Three Million a Day* (=NOT p)
- b. *Many a/per day* (= q)
- c. NOT $p \gg q$

(4) "Thirst Knows No Season"

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance is Coca-cola slogan in 1922 (thecoca-colacompany.com, 2006). The slogan has existential presupposition because it committed to the existence of an entity, the thirst (Yule, 1996). The utterance mean that people can thirst any time, so it is better for them to prepare drinking water any time, in this case is Coca-cola.

- a. *Thirst Knows No Season* (= p)
- b. There is thirst (= q)
- c. $p \gg q$

Negation test

- a. *Thirst does not Know No Season* (= p)
- b. There is thirst (= q)
- c. $p \gg q$

(5) "Enjoy thirst"

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance is Coca-cola slogan in 1923 (thecoca-colacompany.com, 2006). The slogan has existential presupposition because it committed to the existence of an entity, the thirst (Yule, 1996).

- a. *Enjoy thirst* (= p)
- b. There is thirst (= q)
- c. $p \gg q$

Negation test

- a. *do not enjoy thirst* (=NOT p)
- b. There is thirst (= q)
- c. NOT $p \gg q$

(6) "*Pure as sunlight*"

(thecoca-colacompany.com, 2006)

Types of presupposition: factive presupposition

The utterance is Coca-cola slogan in 1927 (thecoca-colacompany.com, 2006). The slogan has factive presupposition. In factive presupposition, the presupposed information usually following a verb like 'know', 'realize', and 'regret' and also phrase involving 'be' with 'aware', 'odd', and 'glad' (Yule, 1996). But, in this case, the presupposition is followed the word 'as'. The utterance is metaphor that is meant coca-cola is pure that good for people as good as sunlight.

- a. *Pure as sunlight* (= p)
- b. It is pure (= q)
- c. $p \gg q$

Negation test

- a. *It not pure as sunlight* (=NOT p)
- b. It is pure (= q)
- c. NOT p \gg q

(7) "*The Pause that Refreshes*"

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance is Coca-cola slogan in 1929 (thecoca-colacompany.com, 2006). The slogan has existential presupposition because the utterance presupposes an entity (Yule, 1996). The presupposition of the utterance try to

make the reader realize that there is pause in our activity, and Coca-cola can refreshes us in our pause time or break time.

- a. *The Pause that Refreshes* (= p)
- b. There is a pause (= q)
- c. $p \gg q$

Negation test

- a. *The Pause that does not Refreshes* (=NOT p)
- b. There is a pause (= q)
- c. NOT $p \gg q$

(8) “The Best Friend Thirst Ever Had”

(thecoca-colacompany.com, 2006)

Types of presupposition: lexical presupposition

The utterance is Coca-cola slogan in 1938 (thecoca-colacompany.com, 2006). The slogan has lexical presupposition, because we can understand another meaning from the utterance (Yule, 1996). The presupposition of the utterance tries to persuade the reader that Coca-cola id the best friend for their thirst. Their thirst will be relieved by Coca-cola only.

- a. *The Best Friend Thirst Ever Had* (= p)
- b. Thirst has friend (= q)
- c. $p \gg q$

Negation test

- a. *it is not The Best Friend Thirst Ever Had* (=NOT p)
- b. Thirst has friend (= q)
- c. NOT p >> q

(9) "Thirst Asks Nothing More"

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance is Coca-cola slogan in 1938 (thecoca-colacompany.com, 2006). The slogan has existential presupposition, because it presupposes an entity named thirst (Yule, 1996).

- a. *Thirst Asks Nothing More* (= p)
- b. There is thirst (= q)
- c. p >> q

Negation test (Because the utterance already in negative form, so in negation test the utterance will be change into the positive).

- a. *Thirst Asks More* (= NOT p)
- b. There is a thirst (= q)
- c. NOT p >> q

(10) "The Only Thing Like Coca-Cola is Coca-Cola Itself"

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance is Coca-cola slogan in 1942 (thecoca-colacompany.com, 2006). The slogan has existential presupposition, because it presupposes an entity

(Yule, 1996). The presupposition make the people consider the entity which is named Coca-cola and there are many other brands that cannot be the same or as good as Coca-cola.

- a. *The Only Thing Like Coca-Cola is Coca-Cola Itself* (= p)
- b. There is Coca-cola (= q)
- c. $p \gg q$

Negation test

- a. *The Only Thing Like Coca-Cola is not Coca-Cola Itself* (=NOT p)
- b. There is Coca-cola (= q)
- c. NOT $p \gg q$

(11) “*What You Want is a Coke*”

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance is Coca-cola slogan in 1952 (thecoca-colacompany.com, 2006). The slogan has existential presupposition, because it committed to the existence of an entity (Yule, 1996). Like other existential presupposition, the presupposition of the utterance committed to an entity, a Coke. The reader will consider this thing when read the utterance and the full utterance “*What You Want is a Coke*” persuade them to buy Coca-cola.

- a. *What You Want is a Coke* (= p)
- b. There is Coke (= q)
- c. $p \gg q$

Negation test

- a. *What You Want is not a Coke* (=NOT p)
- b. There is Coke (= q)
- c. NOT p >> q

(12) “Coca-Cola... Makes Good Things Taste Better”

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance is Coca-cola slogan in 1956 (thecoca-colacompany.com, 2006). The slogan has existential presupposition, because it committed to the existence of an entity (Yule, 1996). The utterance presupposes that there is thing called Coca-cola and Coca-cola can make everything taste better. Any good occasion in our activity will be better if Coca-cola take a part.

- a. *Coca-cola... Makes Good Things Taste Better* (= p)
- b. There is Coca-cola (= q)
- c. p >> q

Negation test

- a. *Coca-cola...does not Make Good Things Taste Better* (=NOT p)
- b. There is Coca-cola (= q)
- c. Not p >> q.

(13) “Sign of Good Taste”

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance is Coca-cola slogan in 1957 (thecoca-colacompany.com, 2006). The slogan has existential presupposition, because it committed to the existence of an entity (Yule, 1996). The utterance presupposition make the reader consider that there is a good taste. And Coca-cola becomes the standardization or the criterion of the good taste.

- a. *Sign of Good Taste* (= p)
- b. There is good taste (= q)
- c. $p \gg q$

Negation test

- a. *It is not Sign of Good Taste* (= NOT p)
- b. There is good taste (= q)
- c. NOT $p \gg q$

(14) “Things Go Better with Coke”

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance is Coca-cola slogan in 1963 (thecoca-colacompany.com, 2006). The slogan has existential presupposition, because it committed to the existence of an entity (Yule, 1996). The utterance presupposes that there is entity which is called *things*. What is meant by *things* in the utterance is our activity,

occasion, or time. The utterance make the reader that there is such of the *things* in our life and Coca-cola can make that *things* go better.

- a. *Things Go Better with Coke* (= p)
- b. There are things (= q)
- c. $p \gg q$

Negation test

- a. *Things do not Go Better with Coke* (=NOT p)
- b. There are things (= q)
- c. NOT $p \gg q$

(15) "*It's the Real Thing*"

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance is Coca-cola slogan in 1969 (thecoca-colacompany.com, 2006). The slogan has existential presupposition, because it committed to the existence of an entity (Yule, 1996). The utterance presupposes that there is real thing. The real thing in the utterance is Coca-cola. Coca-cola is the real thing of carbonated soft drink and other brands are not the real one.

- a. *It's the Real Thing* (= p)
- b. There is real thing (= q)
- c. $p \gg q$

Negation test

- a. *It is not the Real Thing* (= NOT p)
- b. There is real thing (= q)
- c. NOT p >> q

(16) *"I'd Like to Buy the World a Coke (part of the "It's the Real Thing" campaign)"*

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance is Coca-cola slogan in 1971 (thecoca-colacompany.com, 2006). The slogan has existential presupposition, because it committed to the existence of an entity (Yule, 1996). The utterance make the reader consider the existence of Coke or Coca-cola. The utterance persuade the reader to buy Coca-cola not only for them but also for other people.

- a. *I'd Like to Buy the World a Coke* (= p)
- b. There is a coke (= q)
- c. p >> q

Negation test

- a. *I'd Like to Buy the World a Coke* (=NOT p)
- b. There is a coke (= q)

c. NOT $p \gg q$

(17) "Coke Adds Life"

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance is Coca-cola slogan in 1976 (thecoca-colacompany.com, 2006). The slogan has existential presupposition, because it committed to the existence of an entity named Coke (Yule, 1996). The utterance presupposes that there is Coke that can make our life be added. *Adds* may has meaning make our life better or one degree better if drunk Coca-cola.

- a. *Coke Adds Life* (= p)
- b. There is a coke (= q)
- c. $p \gg q$

Negation test

- a. *Coke does not Add Life* (= NOT p)
- b. There is a coke (= q)
- c. NOT $p \gg q$

(18) "We've Got a Taste for You"

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance is Coca-cola slogan in 1985 (thecoca-colacompany.com, 2006). The slogan has existential presupposition, because it committed to the existence of an entity named taste (Yule, 1996). The utterance presupposes that there is taste. In this case, the taste is Coca-cola taste. The utterance may consider

that there is a taste in coca-cola and make them curious to try the taste that Coca-cola had.

- a. *We've Got a Taste for You* (= p)
- b. There is a taste (= q)
- c. $p \gg q$

Negation test

- a. *We've not Got a Taste for You* (= NOT p)
- b. There is a taste (= q)
- c. NOT $p \gg q$

(19) "America's Real Choice"

(thecoca-colacompany.com, 2006)

Types of presupposition: lexical presupposition

The utterance is Coca-cola slogan in 1985 (thecoca-colacompany.com, 2006). The slogan has lexical presupposition, because we can understand another meaning from the utterance (Yule, 1996). From the utterance "*America's Real Choice*" we can conclude or interpret that America or American has choice and Coca-cola is of their real choice. The utterance may not only persuade the American reader but also non-American reader, especially for those who admire America and their culture.

- a. *America's Real Choice* (= p)
- b. America has choice (= q)
- c. $p \gg q$

Negation test

- a. *it is not America's Real Choice* (= NOT p)
- b. America has choice (= q)
- c. NOT p >> q

(20) "You Can't Beat the Real Thing"

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance is Coca-cola slogan in 1990 (thecoca-colacompany.com, 2006). The slogan has existential presupposition because committed to the existence of an entity named real thing (Yule, 1996). The utterance make the reader consider that there is real thing. The slogans mean that Coca-cola is the real carbonated soft drink and other brands cannot beat them or is not so tasty as Coca-Cola or cannot be better than Coca-cola.

- a. *You Can't Beat the Real Thing* (= p)
- b. There is real thing (= q)
- c. p >> q

Negation test (Because the utterance already in negative form, so in negation test the utterance will be change into the positive)

- a. *You Can Beat the Real Thing* (= NOT p)
- b. There is real thing (= q)
- c. NOT p >> q

(21) *"All the world loves a Coke"*

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance is Coca-cola slogan in 2002 (thecoca-colacompany.com, 2006). The slogan has existential presupposition because committed to the existence of an entity named Coke or Coca-cola (Yule, 1996). The utterance is existential presupposition because the utterance makes the reader consider ting that called Coke. The utterance means that there is a Coke or Coca-cola that everybody loves or likes to drink.

- a. *All the world loves a Coke* (= p)
- b. There is Coke (= q)
- c. $p \gg q$

Negation test

- a. *All the world does not love a Coke* (=NOT p)
- b. There is Coke (= q)
- c. Not $p \gg q$

(22) *"Life Tastes Good"*

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance is Coca-cola slogan in 2001 (thecoca-colacompany.com, 2006). The slogan has existential presupposition because committed to the existence of an entity named life (Yule, 1996). The utterance has existential presupposition because it makes the reader consider that there is life. The

utterance means that there is life that will be taste good if there is Coca-cola take a part on it.

- a. *Life Tastes Good* (= p)
- b. There is life (= q)
- c. $p \gg q$

Negation test

- a. *Life does not Taste Good* (=NOT p)
- b. There is life (= q)
- c. NOT $p \gg q$

Table.3 The Types of Presupposition in Coca-cola Slogans

Slogans	Type of preposition
<i>1886 - Drink Coca-Cola</i>	Existential
<i>1905 - Coca-Cola Revives and Sustains</i>	Existential
<i>1917 - Three Million a Day</i>	Lexical
<i>1922 - Thirst Knows No Season</i>	Existential
<i>1923 - Enjoy Thirst</i>	Existential
<i>1927 - Pure as Sunlight</i>	Factive
<i>1929 - The Pause that Refreshes</i>	Existential
<i>1938 - The Best Friend Thirst Ever Had</i>	Lexical
<i>1939 - Thirst Asks Nothing More</i>	Existential
<i>1942 - The Only Thing Like Coca-Cola is Coca-Cola Itself</i>	Existential
<i>1952 - What You Want is a Coke</i>	Existential
<i>1956 - Coca-Cola... Makes Good Things Taste Better</i>	Existential
<i>1957 - Sign of Good Taste</i>	Existential
<i>1963 - Things Go Better with Coke</i>	Existential
<i>1969 - It's the Real Thing</i>	Existential
<i>1971 - I'd Like to Buy the World a Coke</i>	Existential
<i>1976 - Coke Adds Life</i>	Existential
<i>1985 - We've Got a Taste for You</i>	Existential
<i>1985 - America's Real Choice</i>	Lexical
<i>1990 - You Can't Beat the Real Thing</i>	Existential
<i>2002—All the world loves a Coke</i>	Existential
<i>2001 - Life Tastes Good</i>	Existential

CHAPTER IV

THE MEANING OF PRESUPPOSITION IN COCA-COLA SLOGANS

4.1 Introduction

This chapter discusses the interpreting meaning Coca-cola slogans. After determined the types of the presupposition of the slogans in the previous chapter, then in this chapter discuss or interpret the meaning of the slogans. The writer analyses 22 data. After classify type of presupposition by using theory that proposed by Yule (1996), then the writer interprets the meaning by theory the ethnography of communication by Hymes (Wardhaugh, 1986).

4.2 The Meaning of Presupposition in Coca-cola Slogans

(1) *"Drink coca-cola"*

(thecoca-colacompany.com, 2006)

The utterance *"Drink coca-cola"* presupposes that there is Coca-cola. From the review of study before by Carrie Lam, from this utterance we get at least two function that she provide; causing readers to consider the existence of the products or service, and Making the advertisement short and memorable (Lam, 2009). The utterance directly asserts or persuades the reader to try or drink Coca-cola. If we apply Hymes Ethnography of communication and speech event theory by Austin, the participants are the advertisement maker or advertiser and the reader, the goal of the utterance is to persuade the reader to buy Coca-cola, the instrument may written or a electronic media such television, the genre of the utterance is an advertisement language that usually less formal. So, the utterance presupposes there is Coca-cola and you should buy or drink.

(2) “Coca-Cola Revives and Sustains”

(thecoca-colacompany.com, 2006)

The utterances “Coca-Cola Revives and Sustains” presuppose that there is Coca-cola. The utterances directly assert that Coca-cola is revives and sustains. The advertiser is clearly and briefly state that Coca-cola revives and sustains. The reader will consider drinking Coca-cola when they are thirsty because it can revive and sustains them.

(3) “Three Million a Day”

(thecoca-colacompany.com, 2006)

Types of presupposition: lexical presupposition

The utterance presupposes that many a/per day. Based on Hymes SPEAKING theory, we can analyze that this utterance is from an advertisement maker to the potential consumer. The goal of the utterance is to persuade the reader or viewer to consume the product. So, we can conclude that the utterances “Three Million a day, presuppose that many a day or per day that mean many drink it a day or consumed by many people a day. While, later in 1925 the slogan become “six million a day” which mean two times from this period. Beside to inform, the utterance also persuade the reader to buy Coca-cola, because it is consumed by many people.

(4) “Thirst Knows No Season”

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance “*Thirst Knows No Season*” presupposes that there is thirst. By applying the ethnography of communication by Hymes, the utterance means that thirst can come anytime. This utterance implicitly may ask or warn the reader to prepare Coca-cola anytime and anywhere like prepare it at home and may bring it anywhere they go.

(5) “Enjoy thirst”

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance “*Enjoy thirst*” presupposes that there is thirst. By applying the ethnography of communication by Hymes, the utterance means that Coca-cola can relieve thirst. Implicitly the utterance warns the reader there is thirst, and persuades them to buy Coca-cola that can relieve the thirst.

(6) “Pure as sunlight”

(thecoca-colacompany.com, 2006)

Types of presupposition: factive presupposition

The utterance “*Pure as sunlight*” presupposes that it is pure. By applying ethnography of communication by Hymes, we can interpret the meaning that it tries to state that the Coca-cola is pure and compare its purity to sunlight to make it worthier. The utterance affects the reader to buy Coca-cola, because Coca-cola is pure and may not contain any harmful ingredient or other impurity substance.

(7) *"The Pause that Refreshes"*

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance presupposes that there is a pause, and Coca-cola can refreshes at the pause. If we apply Hyme SPEAKING (Wardhaugh, 1986), we can conclude that the advertisement maker try to persuade the reader to consume or drink Coca-cola at every their pause and can make them fresh again after consume it. We know that people have many occasions to pause or break, and Coca-cola tried to persuade the reader to drink it in every time our break.

(8) *"The Best Friend Thirst Ever Had"*

(thecoca-colacompany.com, 2006)

Types of presupposition: lexical presupposition

The utterance *"The Best Friend Thirst Ever Had"* presupposes that thirst has friend. By applying Hymes SPEAKING concept, we can interpret that the utterance presupposes that thirst has friend, and coca-cola is the best friend for thirst. The advertisement maker tries to persuade the reader that Coca-Cola is the best thing for their thirst and drink Coca-cola if they are thirsty.

(9) *"Thirst Asks Nothing More"*

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance *"Thirst Asks Nothing More"* presupposes that there is thirst. if apply Hymes SPEAKING, the participant are the advertisement maker and the reader, ends to persuade the reader to consume Coca-cola, and its genre is an

advertisements language, than we can interpret that the utterance tries to state that thirst only ask for one thing, that is Coca-cola the only thing that thirst need Coca-cola. The presupposition warns the reader that there is thirst, so they should drink Coca-cola to relieve it because their thirst only needs Coca-cola.

(10) "*The Only Thing Like Coca-Cola is Coca-Cola Itself*"

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance *The Only Thing Like Coca-Cola is Coca-Cola Itself* presupposes There is Coca-cola. If we apply Hymes SPEAKING so, the participant are the advertisement maker and the reader, ends to persuade the reader to consume Coca-cola, and its genre is an advertisements language, than we can interpret that the utterance tries to state that there is no other thing like Coca-cola and other brand cannot be the same or better than Coca-cola. We know that one of the functions of the advertisement is implicit competition, in order to avoid direct assertion to compare Coca-cola to other brands, the advertisement maker use presupposition (Lam, 2009). The utterance warns the reader that there is no one other brand same as Coca-cola or better.

(11) "*What You Want is a Coke*"

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance *What You Want is a Coke* presupposes that there is Coke. if we apply Hymes SPEAKING concept so ,the participant are the advertisement maker and the reader, ends to persuade the reader to consume Coca-cola, and its

genre is an advertisements language, than we can interpret that the utterance tries to state that we want or need a coke or Coca-cola. It presupposes that there is coke Coca-cola, and you need it. This simple utterance make reader easier to remember it and aware the entity of Coca-cola, these are some of function of advertisement stated by Lam (Lam, 2009).

(12) "*Coca-Cola... Makes Good Things Taste Better*"

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance *Coca-Cola... Makes Good Things Taste Better* presupposes that there is Coca-cola. This simple utterance make reader easier to remember it and aware the entity of Coca-cola, these are some of function of advertisement stated by Lam (Lam, 2009). By applying theory ethnography of communication by Hymes, the utterance may has meaning that Coca-cola can make everything good became better, so you better drink Coca-cola in every occasion to make it better.

(13) "*Sign of Good Taste*"

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance *Sign of Good Taste* presupposes that there is good taste. Based on ethnography of communication by Hymes (Wardhaugh, 1986), we can interpret the sentence tries to assert that the Coca-cola has a good taste. We can also interpret that Coca-cola as the sign or standard of a good taste. The utterance may lead the reader to buy Coca-cola to taste the good taste of it has. Even it does

not directly assert that Coca-cola has the best taste of other, but we the reader will can understand or consider that Coca-cola is the best because the utterance implicitly state that Coca-cola as the sign of good taste or the standard of good taste of carbonated drink that become a guidance to other brands, that is meant that other brands cannot be better than Coca-cola.

(14) "*Things Go Better with Coke*"
(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance *Things Go Better with Coke* presupposes that there are things. By applying the ethnography of communication by Hymes (Wardhaugh, 1986), we can interpret that the utterance means that there are many things, and Coca-cola can make the things better. Things may interpret as our activity or special occasion. The presupposition also may be a warning to the reader that their things can be better if they prepare Coca-cola, so that the reader maybe interested to buy Coca-cola to make their activity or occasions go better.

(15) "*It's the Real Thing*"
(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance *It's the Real Thing* presupposes that there is real thing. By applying the ethnography of communication by Hymes (Wardhaugh, 1986), we can interpret that the utterance means that there is a real thing, and Coca-cola is the real thing. We know that there are many brand of carbonated soft drink, and Coca-cola tries to assure the reader that Coca-Cola is the real one. Beside to warn the reader that Coca-cola is the real one, the utterance may also lead or persuade

the reader to buy Coca-cola because implicitly the utterance stated that Coca-cola is the best one.

(16) *"I'd Like to Buy the World a Coke (part of the "It's the Real Thing" campaign)"*

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance *I'd Like to Buy the World a Coke* presupposes that there is a Coke. By applying the ethnography of communication by Hymes (Wardhaugh, 1986), we can interpret that the utterance means that there is a coke or Coca-cola and tries to persuade the reader to buy Coca-cola, not only for them but also for other. This utterance indirectly tries to ask the reader to buy someone a Coke or Coca-Cola. So, the utterance not only makes the reader consider the existence of Coca-cola but also tries to persuade them to buy it, not only for them but also for other people.

(17) *"Coke Adds Life"*

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance *Coke Adds Life* presupposes that there is a Coke. By applying the ethnography of communication by Hymes (Wardhaugh, 1986), we can interpret that the utterance means that there is a coke or Coca-cola that can add your life if you drink it. This utterance make the reader consider the existence of the Coke and this simple statement also make it easy to remember (Lam, 2009). The utterance not only makes the reader to consider the reader considers the

existence of Coke but also persuade them to buy the Coke because Coke can make their live better.

(18) *"We've Got a Taste for You"*

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance *We've Got a Taste for You* presupposes that there is a taste. By applying the ethnography of communication by Hymes (Wardhaugh, 1986), we can interpret that the utterance means that there is a taste in a Coca-cola. This utterance persuades the reader to try the taste. The utterance make the reader think that Coca-cola has special taste and different from other brands.

(19) *"America's Real Choice"*

(thecoca-colacompany.com, 2006)

Types of presupposition: lexical presupposition

The utterance *America's Real Choice* presupposes that America has choice. By applying the ethnography of communication by Hymes (Wardhaugh, 1986), we can interpret that the utterance means that America has a choice, especially the real choice that is Coca-cola. This utterance persuades the reader to try the America real choice that regarded as the trendsetter nation. This utterance also means that other brand is not the choice of American people.

(20) “*You Can't Beat the Real Thing*”

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance *You Can't Beat the Real Thing* presupposes that there is the real thing. By applying the ethnography of communication by Hymes (Wardhaugh, 1986), we can interpret that the utterance means that there is real thing that cannot be beaten. Coca-cola tries to compare their product to other product and state that Coca-cola is better. But they do not make a direct assertion in order to avoid breaking the law (Lam, 2009). Beside to warn the reader that Coca-cola is the real one, the utterance can also lead the reader to buy or choose Coca-cola than other brand.

(21) “*All the world loves a Coke*”

(thecoca-colacompany.com, 2006)

Types of presupposition: existential presupposition

The utterance *All the world loves a Coke* presupposes that there is the a Coke. By applying the ethnography of communication by Hymes (Wardhaugh, 1986), we can interpret that the utterance means that there is Coke that everyone love, which Coke here is Coca-cola. This statement may because by the selling and the existence of Coca-cola in the world, because Coca-cola become the well-known soft drink in the world. The utterance implicitly warns the reader that there is Coke that is the world choice or loved by the world's people.

(22) "Life Tastes Good"

(thecoca-colacompany.com, 2006)

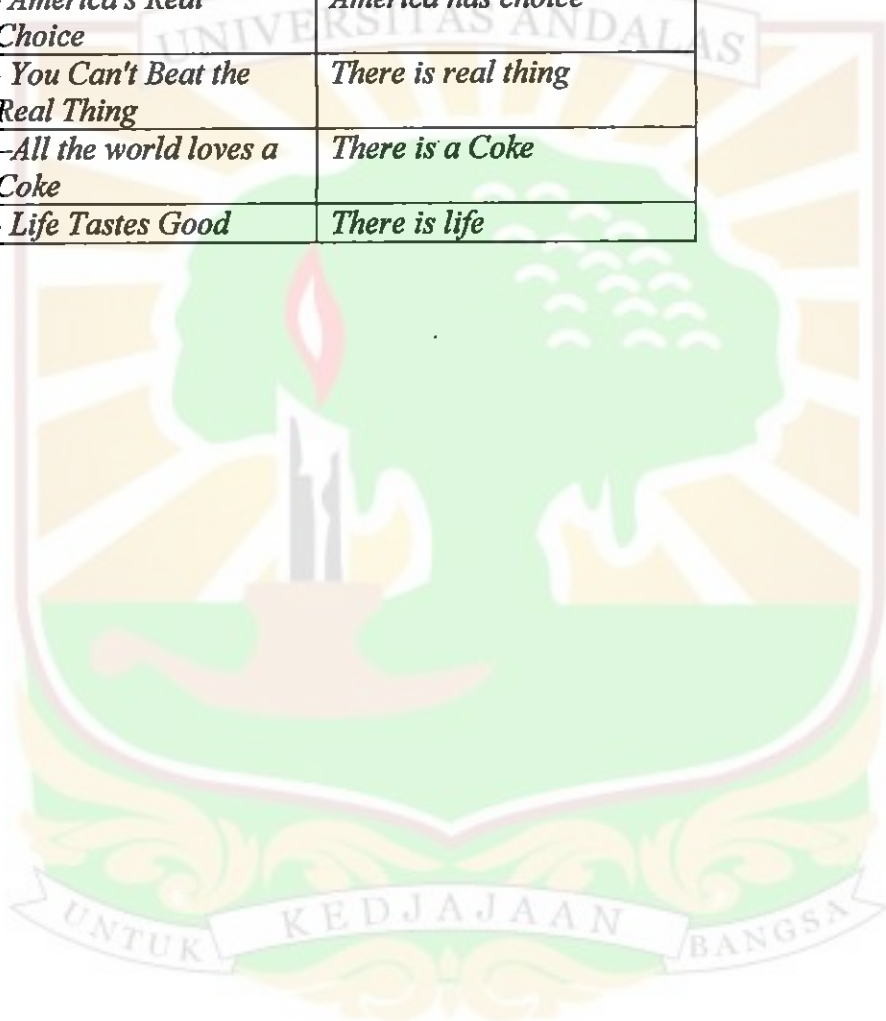
Types of presupposition: existential presupposition

The utterance *Life Tastes Good* presupposes that there is life. By applying the ethnography of communication by Hymes (Wardhaugh, 1986), we can interpret that the utterance means that Coca-cola can make our life taste good. It may also mean that Coca-cola can make our daily life feel good. Beside to warn the reader that Coca-cola can make their life taste good, the utterance also lead the reader to but it.

Table.4 the Presupposition on Coca-cola Slogans

Slogans	Presupposition
1886 - <i>Drink Coca-Cola</i>	<i>There is Coca-cola</i>
1905 - <i>Coca-Cola Revives and Sustains</i>	<i>There is Coca-cola</i>
1917 - <i>Three Million a Day</i>	<i>Many a/per day</i>
1922 - <i>Thirst Knows No Season</i>	<i>There is thirst</i>
1923 - <i>Enjoy Thirst</i>	<i>There is thirst</i>
1927 - <i>Pure as Sunlight</i>	<i>It is pure</i>
1929 - <i>The Pause that Refreshes</i>	<i>There is pause</i>
1938 - <i>The Best Friend Thirst Ever Had</i>	<i>Thirst has friend</i>
1939 - <i>Thirst Asks Nothing More</i>	<i>There is thirst</i>
1942 - <i>The Only Thing Like Coca-Cola is Coca-Cola Itself</i>	<i>There is Coca-cola</i>
1952 - <i>What You Want is a Coke</i>	<i>There is a Coke</i>
1956 - <i>Coca-Cola... Makes Good Things Taste Better</i>	<i>There is Coca-cola</i>
1957 - <i>Sign of Good Taste</i>	<i>There is good taste</i>

1963 - <i>Things Go Better with Coke</i>	<i>There are things</i>
1969 - <i>It's the Real Thing</i>	<i>There is real thing</i>
1971 - <i>I'd Like to Buy the World a Coke</i>	<i>There is a Coke</i>
1976 - <i>Coke Adds Life</i>	<i>There is Coke</i>
1985 - <i>We've Got a Taste for You</i>	<i>There is taste</i>
1985 - <i>America's Real Choice</i>	<i>America has choice</i>
1990 - <i>You Can't Beat the Real Thing</i>	<i>There is real thing</i>
2002 - <i>All the world loves a Coke</i>	<i>There is a Coke</i>
2001 - <i>Life Tastes Good</i>	<i>There is life</i>



CHAPTER V CONCLUSION

5.1 Conclusion

In this chapter, the writer presents the result of the analysis of presupposition in the Coca-cola slogans. After analyzed the data, the writer finds out that there are only three types of presupposition in the Coca-cola slogans, from the total of six types of presupposition that proposed by Yule (1996). They are existential presupposition, factive presupposition, and lexical presupposition.

In previous chapter, the writer analyzes 22 data, and found the three types of presuppositions, they are existential presupposition 17 data (81, 81%), factive presupposition 1 data (4, 54%), and lexical presupposition 3 data (13, 63%). The writer did not found structural, non-factive, and counter factual presupposition from the analysis. It is because from the data which analyzed, there are no data can fulfill the classification of these three types of presupposition. Structural presupposition is indicated by interrogative sentence, and there is no interrogative sentence found by the writer during the period of analysis. Then counter factual presupposition is indicated by the word "if" in the beginning of the sentence. And non-factive presuppositions that indicate by words such as, dream, imagine, and pretend. The writer did not found that kind of sentence as well.

From the analysis, it can be concluded that the Coca-cola advertisement maker intends to use existential presupposition in their slogans. They use this presupposition make the reader aware of or show to the existence of Coca cola and things that relate to the product like, thirst. This kind of word can attract the potential reader to buy the product, more over when they are really thirsty. Lexical

presupposition used by the advertisement maker to make the reader also think or consider other fact that they think can be a consideration to consume or buy the product. For example, the presuppositions like, Thirst has friend and America real choice: these two presuppositions can attract the reader to buy or try the product because the utterance try to assure the reader that Coca-cola is the best friend for thirst and America really choose Coca-cola, not other and if the reader want to be the same as American they should drink Coca-cola too. Besides that, we can also state that in Coca-cola Slogans, generally the presupposition served as warning for the reader (for example, make them consider the existence of Coca-cola, thirst, or things) that may lead them to buy the product.

From the analysis we can conclude that generally, the slogans of Coca-cola consist of existential presupposition. We know that existential presupposition committed to the existence of an entity (Yule, 1996), so we can conclude that almost all of the slogans of Coca-cola try to implicitly to make the reader consider the existence of the product or the things that relates to the product. As sate by Lam, one of the functions of presupposition in advertisement is to make the reader consider the existence of the product beside, as implicit competition, and Making the advertisement short and memorable.

5.2 Suggestion

As we already discuss in chapter three, about the spoken language. In language analyzing or study anything about language, we should have the complete data or the real situation of the conversation or a utterance that we are going to analyze. Studying meaning in general sense will be much easier than study it in stricter context or situation. We need to include anything inside the conversation to make the meaning interpretation more precision. But still, there will not be easy to deal with human language, we can only interpret or guest what is someone say and linguist provide tools to make the interpretation or the guessing more easier, but again it is hard to get one hundred percent the message of what one say, even some may who make an utterance sometimes may not fully understand what is he/she saying or may be different from other understanding. So, it is not an easy task to deal with human language. If we want to study an utterance, it would be better to include all the data or any information that surrounding the utterance.

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