

**PRESUPOSISI DALAM TAGLINE FILM ANIME
TINJAUAN PRAGMATIK**

Oleh : Liza Pramita Devia

Kata Kunci : *presuposisi , tagline dan film anime.*

Penelitian ini membahas presuposisi dalam tagline film anime. Tagline berfungsi untuk memberi informasi intisari film kepada pembaca, *copywriter* secara tidak langsung mengadopsi pendekatan presuposisi dalam tagline. Presuposisi merupakan suatu cara untuk mengetahui informasi secara tersirat. Tujuan penelitian ini mengklasifikasi tipe-tipe presuposisi dan mengetahui maksud presuposisi dalam tagline film anime.

Penelitian ini menggunakan teknik non observasi partisipan untuk mengumpulkan data, data poster film diperoleh dari berbagai situs internet. Data-data yang dianalisis sebanyak 14 poster film anime yang *box office movie* dari tahun 2001-2012. Kriteria pemilihan film yaitu film yang *box office movie* sekaligus nominasi dan pemenang dari penghargaan festival film. Metode identitas pragmatik digunakan untuk menganalisis data, metode ini berdasarkan Sudaryanto. Teori yang digunakan yaitu teori presuposisi dan konteks menurut Yule dalam bukunya *Pragmatics*. Tahap penyajian hasil analisis data yaitu metode informal dan formal.

Peneliti memperoleh tipe presuposisi dalam tagline film anime yaitu presuposisi eksistensial sebanyak 9 poster film, presuposisi faktif hanya 1 poster film, presuposisi struktural sebanyak 3 poster film dan presuposisi faktual tandingan hanya 1 poster film. Maksud presuposisi yang terdapat dalam tagline film anime yaitu menyatakan keberadaan benda, menginformasikan kebenaran yang didasarkan atas fakta, memberi pilihan solusi atas masalah cerita film ke bentuk kalimat pengandaian dan mengungkapkan harapan, sindiran dan peringatan ke bentuk kalimat tanya.

ABSTRACT

PRESUPPOSITION OF TAGLINE ANIME MOVIE PRAGMATIC APPROACH

By : Liza Pramita Devia

Key Word : *presupposition , tagline , anime movie*

The research discussed presupposition of tagline anime movie. The function of tagline was serve the clue of movie story to reader, copywriter adopted the presupposition into tagline anime movie indirectly. Presupposition was the way how to know the information by implicitly. The purpose of this research was to clasifie types of presupposition and to know the intended meaning of presupposition in anime movie tagline.

This research used non participants observation technique for collecting anime movie posters, the data were taken from a variety of website. The data were analyzed around 14 movie posters which were anime movie *box office* (2001-2012). The criteria of data were the nomination and the winner of movie festival award. Pragmatic identity method was used to analyze the data, this method was based on Sudaryanto. The research used presupposition theory according to Yule in his book *Pragmatics*. The method of the presenting data analysis was non formal and formal method.

Based on data analysis, the research found four of presupposition types and four the inteded meaning of tagline anime movie. The typees of presupposition were existential presupposition (9 movie posters), factive presupposition (1 movie poster), structure presupposition (3 movie posters) and counterfactual presuppostion (1 movie poster). The intended meaning of tagline anime movies were to show the entity of things, to inform the truth of fact, to give another solution of movie story into if-clause version Japanese and to express the hope, warning and sarcatism into question sentence version Japanese.

