

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In using language, people often use background belief to communicate each other which are related to the utterance of communication. This background belief is called as a presupposition. 'A presupposition is something the speaker assumes to be the case prior in making an utterance' (Yule, 1996, p.25). It means that there is something illustrated with the hearer based on the speaker's utterance. In other words, there is an implicit meaning behind the utterance that uttered by the speaker.

The presupposition is divided into two theoretical approaches; Semantics and pragmatics. In Semantic approach, the presupposition is inferred from words and 'logical theory' as said by Leech (1981) while in Pragmatic, presupposition is inferred from the 'utterance' of individuals which depends on the context (Yule, 1996, p.25). Presupposition can be used in advertisement. It can be found out the possible assumption of the language of advertising. Advertisement can be divided into two: visual and printing forms. For visual advertisements, it is the image completed with voices which can attract people's attention, such as; trailers for movies and TV advertisement for promoting the product, while printing advertisement can be seen in the magazine, newspaper, and posters.

Advertisement cannot be passed without the slogan and tagline. The slogan is a phrase used in any context to express the idea, to attract people attention, and to influence people to buy the products. It can be examined by using presupposition to find out the meaning behind the advertisement. For example: slogan of drink advertisements, You C 1000 “Health Inside, Fresh Outside”. The slogan has presuppositions that this drink has two functions, and that is like medicine because it can make people healthy inside plus outside. This presupposition is a part of the content of an utterance which is ‘familiar’ and added with the general knowledge about the drink (Leech, 1981, p.287). The pragmatic meaning of the presupposition found in a slogan means that the beverage is made from vitamin C which is basically good for bodies. This meaning depends on the context of the drink advertisement that the drink is made of oranges.

The slogan is used to persuade and influence people to buy the product while the tagline is used to give a feeling or describing the product to attract people's attention. A tagline is a phrase designed more specifically about a person, product, and movie (Merriam-webster, 2013). Tagline can be found in the movie posters. It aims to describe or give a message behind the story of the movie. Tagline in fantasy movie series is different each other. Mostly, the fantasy movie series is very famous because people find it interesting that the impossible things can be acted, such as: the movie of *Harry Potter*, *Twilight*, and *Narnia*. Tagline of those movie series will be examined by using presuppositions. Furthermore, this study is conducted from the writer's curiosity.

The writer identifies presupposition in a tagline involving their types of presuppositions, and analyzes the pragmatic meaning found in the tagline on the poster. It makes such a detail of pragmatic analysis of presuppositions. Moreover, the research is conducted because tagline has some meanings that is considered being true of a particular context. That is why the presupposition in the tagline belongs to pragmatic approaches because it has a context and mutual knowledge among the filmmakers and viewers.

1.2 Identification of the Problems

In this research, the writer focuses on analyzing the problem based on the following research question:

1. What are the types of presupposition found in a tagline of fantasy movie series posters?
2. What are the meaning of presuppositions pragmatically found in the tagline of fantasy movie series posters?

1.3 Objective of the Study

In this research, there are two objectives of the study. They are to categorize the types of the presuppositions and to identify the meaning presupposed pragmatically found in a tagline on fantasy movie series posters. Moreover, the writer also determines the dominant types of those presuppositions found in a tagline on fantasy movie series posters.

1.4 Scope of the Study

The writer focuses on analyzing the types and the meaning presupposed pragmatically found in fantasy movie series posters. The sources of the data are taken from famous fantasy movie posters, regarding that they are based on the novel and they also receive many awards. Most people know the movies specifically, the data of this research is: *Harry Potter series*, *Twilight series*, and *The Chronicles of Narnia series*. Here, the writer runs the analysis by applying, the types of presuppositions as proposed by George Yule (1996) and the meaning of pragmatic presupposition by Stalnaker (1973) in Gazdar (1979).

1.5 Method of the Research

The research deals with three procedures as the following: collecting data, analyzing the data, and presenting the result of analysis. The source of data is taken from poster of fantasy series movies which is based on the novel; *Harry Potter* by J. K Rowling, *Twilight* by Stephenie Meyer, and *the chronicles of Narnia* by C. S Lewis. Those series had ever received awards and famous. The data is taglines of fantasy movies. The data took during December 2012 until January 2013 from the Stephenie Meyer official website and internet movie data base website. The writer chose tagline because it has some meanings that is considered of being true of a given context.

For collecting the data, the writer uses non-participant observational method research by Sudaryanto (1993). Observational method is a method that conducted by listening or seeing the language. In this study, the writer observes the use of language in the fantasy movie series posters. Furthermore, to get any

complements, the techniques used are note-taking as advanced techniques (Sudaryanto: 1993).

The writer takes notes the tagline of each movie. In collecting data, the writer conducts her work into four steps: first, the writer searches information about fantasy movie series on the internet. Second, the writer searches poster of each movies on internet. Third, the writer classifies the data by selecting the sentences in the posters. Finally, the writer watches the movies for finding the meaning of tagline.

In analyzing the data, the writer uses Identity method; Referential Method by Sudaryanto (1993). It is a method of determining something that is not part of the language (outside language). Referential method refers to langue or language referent. The writer does her work into three types: classifying the type of presuppositions of data, presupposing the pragmatic meaning found in a tagline and making a context to support the pragmatic meaning.

The analysis will be conducted by using the theory and the type of presuppositions proposed by George Yule (1996), and the meaning of pragmatic presupposition by Stalnaker in Gazdar (1979). For presenting the result of analysis, the writer uses formal and informal way. The writer uses her own words, table, and picture to explain the data and the result.