

# THE ANALYSIS OF EXISTENTIAL PRESUPPOSITION IN THE SLOGAN OF “Y.O.U” THE SIMPLICITY LIPS

Novia Elisa Putri

English Department, English Language and Literature,  
Wijaya Putra University.

## Abstrak

*This research investigated existential presupposition in the Slogan of Y.O.U the Simplicity lips products. The research referred to describe the data that was gotten through the website advertisement. The purposes of this research were (1) finding the functions of existential presupposition in the slogan and (2) finding the factors on how the consumers were interested in the product through the slogans. In the analysis of the data, the writer used descriptive qualitative method. The method was suitable to interpret the problems which were raised by the writer. This research used the theory of Liping Ge to analyse the function of existential presupposition. And also used the theory of Denton to analyse the function of slogan.*

**Keywords:** pragmatics, presupposition, advertisements, and slogans.

## 1. INTRODUCTION

Slogan is a short easily, remembered phrase which uses to advertise an idea or a product. Through slogan, the audiences are going to know more informations as possible from the product or service. Because of the slogan becomes an effective element which needs a unique language style to attract the attention of consumers in order to use the product. By using language people can communicate, interact and share ideas, thought and feelings to deliver the messages. The use of spoken language is able to catch what the speaker's purpose is in conversation. Therefore, people deliver the messages by the speakers to the hearers are not only using the spoken language, but also the writing language in a billboard is able to use as a tool to speak and convey some profits economically.

According to (Yule,1996:25) presupposition is something the speaker assumes to be the case prior to make an utterance. It is considered as right or wrong based on the fact or the context outside the utterance or it can be said as assumption of the speaker about what he/she is going to say. To identify the reason of the existential presupposition which can be true or not, it just depend on the context of the existential presupposition stand on.

In this research, the writer uses three previous researches about presuppositions which are conducted to the previous researchers. The first previous research is from Putri Ambarwati (2019) “Presupposition on BBC Advertisement” about types, meaning, and function of presupposition. The second research is from Ayu Puspita Sari (2019) “A Pragmatic Analysis of Presupposition in Mata Najwa Talk Show “Politik Sarung Ma’ruf Amin” about types and truth meaning of presupposition, and the third is from Anit Pranita Devi (2020) in a journal of “Depicting Pragmatic Presupposition in Youtube advertisements” about types of presupposition triggers.

The first previous research is about Language Presupposition on BBC Advertisement. In that research is foccusing on the meaning, types, and function, but in this research is foccusing on the function of existential presupposition that exist in the slogan of Y.O.U the Simplicity Lips and the functions of slogan used in the products. That research used the descriptive qualitative method. In this research, the writer also uses the descriptive qualitative method. Therefore, the method that has been chosen by the writer is going to be expected to be able to find out, define and analyse the topic of the study.

The second, the writer takes the research A Pragmatic Analysis of Presupposition in Mata Najwa Talk Show “Politik Sarung Ma’ruf Amin. That research is foccusing on the types and truth meaning of presupposition. That research employed in analyzing the data using descriptive and qualitative approaches. Besides that, the theory that used by the writer to raise the issues in that research were presupposition theory. The differences of this research and the second previous research are about Language Presupposition. In this research, the writer takes the specific one from some types of Presupposition that explained in that research, this is existential presupposition. Whereas, the method that uses by the writer in this research is descriptive qualitative method.

The third previous research is about Depicting Pragmatic Presupposition in Youtube advertisements that consists the types of presupposition triggers. This previous research employed in analyzing the data using qualitative and descriptive quantitative approaches. The pramatics theory that connect to the presupposition, diexis, implicature, and advertisement also used in this previous research.

The content analysis in this research has the difference from the third previous study above, here the writer uses the descriptive qualitative method. Therefore, it is going to be expected to be able to find, define and analyse the issues those are raised. However, the writer uses the theory of presupposition in order to connect with functions that exist. In order that, the writer is going to all the issues from the those theories. This finding is different from the third previous research above. Although, this research has many differences from the previous research, but this reseach still has the weakness.

Finally, the using of existential presupposition in advertisement is very reasonable and persuasive. It considers between the advertisers and the consumers of the most communication meaning using a written statement. Otherwise all possible means are as an important topic of linguistics, especially in pragmatics. So, the frequently of the existential presupposition gives much benefits and serve the multiple purposes of the slogan in a products. Therefore, this existential presupposition and advertisement must be studied together.

Y.O.U or Youthful, Outstanding, and Unique is a brand local product which offers the high-quality beauty products that suit needs of today’s woman. So, the woman can find the best version of herself, confidence, and inovative. Since 2018, this local brand product is present with the “Long-lasting Beauty” tagline. Therefore the researcher interested in analysing the existential presupposition that used by Y.O.U product and choose Y.O.U as an object of the research since this product is very famous and has a lot of consumers in Indonesia.

Because of that problem, in which the slogan in a product has correlation with the presupposition, so the writer prefer choosing a presupposition as a topic especially in an existential presupposition type. Then it will be connected to the slogan in Y.O.U The Simplicity Lips as the object of this research.

Hopefully, this research also is able to be the reference for other who wants to analyse in the same case. After look at some of the advertisements that use a unique or figurative language in some products chosen, finally the writer interested in conducting analysis in the research entitled “THE ANALYSIS OF EXISTENTIAL PRESUPPOSITION IN THE SLOGAN OF “*Y.O.U*” THE SIMPLICITY LIPS.

Based on the above background, the writer contains the following questions, there are;

1. What are functions of existential presupposition that exist in the slogans of *Y.O.U The Simplicity Lips* in the official Website advertisement?

2. What are the functions of Slogan that used in *Y.O.U The Simplicity Lips* advertisement?

## **2. LITERATURE REVIEW**

### **2.1. Pragmatics**

Pragmatics is the part of linguistics that concerns to the meaning in communication. In this case, people must understand about this study because they will interpret the meaning of speaking or the writing sentences. According to Yule: 1996, p.3 there are four areas about Pragmatics explanation;

- a. Pragmatics is the study of speaker meaning. It means that pragmatics is the point studying to catch the meaning which is delivered by the speakers.
- b. Pragmatics is the study of contextual meaning. In this type, it needs the consideration about how the speaker arrange what he want to say with the listener, where the condition is, when and how.
- c. Pragmatics is the study of how more gets communicated than is said. This type digs how listeners can make inferences about what is said in order to arrive at an interpretation of the speaker's intended meaning and how great deal of what is unsaid is recognized as part of what is communicate.
- d. Pragmatics is the study of the expression of relative distance. This perspective generates problem on what determines the choosing between what is submitted and what is not submitted.

So, from some of those descriptions above, the researcher sums up that pragmatics is one of the study about meaning in language process that used to communicate between society. Related to this rule, the conversation needs more contributions to interpret each utterance between speaker, and the hearer to create suitable communication, and the correct understanding of meaning each others.

### **2.2. Presupposition**

According to Yule's theory, Presupposition is something the speaker assumes to be the case prior to making an utterance (Yule:1996,p.25). Based on the explanation and understanding presented by Yule, a presupposition is a conversation which presence indirectly understood by the speaker. However, sometimes presupposition can give the impression of basic in communication. It was what was conveyed by the speakers seemed convoluted. Presupposition comes from the word to presuppose, which in English means to suppose beforehand, in the sense that before the speaker or writer utters something, he already has an assumption about background belief relating to an utterance, or the thing being discussed.

Presupposition has six types of potential presuppositions, namely existential presuppositions, factive presuppositions, lexical presuppositions, structural presuppositions, nonfactive presuppositions, and counterfactual presuppositions.

- a. Existential presupposition  
This type of presupposition is not only assumed to be present in possessive constructions (for example, „your car“ >> „you have a car“), but more generally in any definite noun phrase (Yule: 1996, p.27). By using any of the expressions below, the speaker is assumed to be committed to the existence of the entities named.
- b. Factive Presupposition  
The presupposed information following a verb like 'know' can be tread as a fact and is described as a factive presupposition.
- c. Lexical Presuppositoin  
The use of one form with its asserted meaning is conventionally interpreted with the presupposition that another (non-asserted) meaning is understood and involving the lexical items, stop, start, and again. There is affirmation in the sentence.
- d. Structural Presupposition

In structural presupposition certain sentence structures have been analyzed as conventionally and regularly presupposing that part of the structural already assumed to be true. The WH-Question construction in English is conventionally interpreted with the information after the who form is already known to be the case.

e. Non-factive Presupposition

Non factive Presupposition is one that assumed not to be true. Verbs like dream, imagine, and pretend, as shown in the example below are used with the presupposition that what follows is not true.

- 1) I dreamt that I resign from my job  
Presupposition: I didn't resign from a job
- 2) She pretends being foolish  
Presupposition: She was not fool

f. Counter-factual Presupposition

Counter-factual Presupposition has a meaning that what is presupposed is the opposite of what is true, or contrary to facts. For instance, some conditional structure, generally called counterfactual conditionals, presuppose that the information, in the If-clause is not true at the time of utterance.

### 2.3. Advertisement

The term advertising is closely related to marketing strategy. In marketing strategy, advertising can be included into the promotional part which has a certain message to be understood. It is better for us to know the definition of advertising for further understanding. There are so many definitions about advertising, but the writer chooses the simple meaning of advertising which can be understood easily.

According to Hackley (2005:30), an advertisement can be said to communicate a message to receivers. A message is said to have a source, the sender of the message. The sender has to write the message into a form that will carry the desired meaning. Writing will put the message into a form in which communication is possible, such as words, pictures, gestures, music or a combination of all of these. The receiver has to read the message in order to catch the meaning intended.

### 2.4. Slogan

Ke & Wang (2013) says that slogan also has characteristic that is easy to be comprehended, so the people can recall it back. It means the slogan consists of the words or phrases that is easy to be remembered. So, when people want to make the slogan, it should be simple and trusted. These beliefs will make society gives their believing on the product or institution. Whereas, in this study, The using of a short sentence or phrase will be defined as the writing that makes people curious about the brand of the product. In order that, the writer concludes that the slogan is the short sentence that has deeper meaning which share the informations. Not only that, but also the slogan expresses feelings or idea from the writer to show public. Slogans tend to be pragmatic and promotive. The slogan is usually using a sentence that contains figurative language. Besides, the slogan is easy to remember.

### 2.5. The Function of Slogan

According to Denton (1980), there are four functions of slogan:

a. To simplify complicated ideas

To simply complicated ideas means the slogan must be simple and easy to be memorised, therefore whoever reads the slogan is going to remember and know the meaning. According to Skračić & Kosović (2016), slogan also has to be simple so, the message can be easy to deliver to the customer.

b. Express group ideology and goals

According to Muhabat (2015), slogans are used to express the aims, ideas, and nature of an organization or an individual. It means the slogan consists of desire

meaning that must be shared to everyone reads. Therefore, by using the slogan, people will be easily to know the purpose of the things that must be promoted.

c. Create identification

Slogan is one of important case in business. Slogan also can be used for identity of the institution. According to Michael et al (1980), in the middle of ages in the whole of European, the slogan was used for their primary project and to animate the warriors during the war or to build support for the warriors during the war. The watchword for communication and recognized each other was also used by them. So, it shows that the slogan can be used for identification, communication, and recognition of the things that must be familiar to everyone.

d. Provoke violent confrontations,

According to Mckhight (1923), slogan has the function to intimate, maybe to prove, that something must be resisted, protested, opposed, promoted, propagated, preached and prevented. It means, when people want to provoke their opinion, they can use slogan to be spoken out.

## 2.6. The Function of Existential Presupposition in English Advertisement

According to Liping Ge, the fuction of presupposition in advertisement is devided into eight parts. The following statements are goint to be explained about it.

a. Conciseness Function

Concise language means economy of cost, from readers' aspect, concise language is more interesting , more effective, and more persuasive. In peccei's view,"presupposition is inference about what is asumed to be true". This means, if the advertisement uses the consice language, the presupposition should be in a few words that gives a lot of information. So, it can help to convey the message of the advertisements effectively in a short and straightforward way but substantial way. Therefore, we can easily to find out the slogan of advertisement that contains of pragmatics presupposition. For instance : "Buy one, get one free"

From the slogan above, the advertiser does not need to explain whole information inside, because it can makes the slogan is not memorable. Here, the advertiser just use the short and simple phrase which shows that the slogan uses a concise language.

b. Interestingness Function

Lively, vivid and aesthetic advertising language constituents are a main factor for arousing reader's interest. Presupposition triggered by presupposition triggers make the same assertion emerge in various form. It means that the use of presupposition in advertisement is going to persuade the consumers to purchase the advertised product. Ge (2011) states that in this function, the presupposed information is combined with asserted information can promote audience's involvement and humor in advertising language.

c. Enlargement Function

Presupposition can enlarge the amount of advertising information hardly appears solely. It means that the using of presupposition in a slogan is going to expand the information of the advertised product by making the slogan is more compact. It usually uses the interrogative form. For instance : "Do you want to speak English? LC is the solution" That example has information to be shared to promote the institution and presupposition information. Therefore, the presupposition is able to enlarge the amount of advertisement information by increasing the advertising information.

d. Emphasis Function

In this context, presupposition can help to emphasize certain important information of the advertised product in order to create optimum effect for the audience. Usually, the infomation focuses on the last lexical item of the new information that is put at the end of an utterance. However, advertisers often adjust the position of information focus in order to highlight or emphasize certain

information. They may make the information focus falls on the other lexical items rather than the last one in their information units.

e. Euphemism Function

According to Brown and Levinso, politeness is very important for the success of the communication and politenes involves us showing an awareness of other people face wants. The meaning of face in this context refers to the public self image that shows the advertisement which contains of the slogan is used to promote the product, including positive face and negative face. By positive face, it means that we have the need to be accepted and liked by others, and to feel that our social groups share common goals while negative face refers to our right and independence of action and our need not be imposed by others. In addition, it is able to be done by making the language or slogan to be promoted more indirect.

f. Concealment Function

The presupposition can avoid all the negative assumption from the audience by concealing some specific information of the product. Sometimes advertises conceal specific advertising information to achieve cetain effect. Why presuppoition serves the purpose of concealment is that presupposition is subjective in essence. In addition, people is going to believe in the slogan that has the truth serviced with the slogan used to promote. Therefore, the purpose of concealment function becomes fact that can connect to the speaker's intention and belief.

g. Persuasion Function

Presupposition information contained in an utterance has the function of presupposition in any easy and a conceable way. All questions have inner presuppositions, and they are persuasive. This function means the using of advertisement is in interrogative form to persuade the consumers. In addition, people usually ask the reason to persuade someone. Then, the advertisement that consist of this function will not force whoever see the advertisement.

h. Self Protection Function

Self-protection function which means that it involves the use of hyperbole and comparison in order to make the advertisement appears "to be more objective than just appear to downgrade other companies' product" (Ge, 2011, p.28). From the explanation above, the writer concludes that the advertisement that use a hyperbole and comparision inside, it will leave a very deep impression on the minds of the consumers. However, it may also be very repulsive to the consumers. Therefore, the using of hyperbole language usually confuses people who do not good at interpreting. In addition, here presupposition can play its role again because it can downgrade the degree of the words, phrases and expressions and make the advertisement at least appear to be more objective.

### 3. METHOD

#### 3.1. Research Design

In this research, the writer designs using descriptive qualitative method because the writer puposes to describe, and interpret the problems that raised by the writer, such as functions and factors on how the consumers are interested in the products.

#### 3.2. Procedures of Data Collection

In this research, the documentation or capturing technique is chosen by the writer to collect the data. This technique is used in order to make sure that the datum are reality. First, The writer visits website of Y.O.U the Simplicity Lips in [you-makeups.com](http://you-makeups.com) , the second The writer capture and selects the pictures as many as possible about the slogan predicated contains of existential presuppositions.

#### 3.3. Data Analysis

After the writer collecting the data, the writer begins to analyse the data, the following statements below are the procedure to analyse the data that has been gotten by the writer in this research.

1. Identifying the Data

The writer identifies selected of capturing pictures which are inside the slogans contain of existential presupposition from Y.O.U the Simplicity Lips products. The data which are captured by the writer are not all slogans of the products, in order to be easily in analysing.

2. Inserting the Data

The writer inserts the data in this research after identifying the data which are discussed. In order that, the writer makes it easier for the readers by giving the number in each of the data.

3. Classifying the Data

The writer classifies the slogans which contain of existential presupposition based on the theory of presupposition. Not only that, but also the writer classifies the slogans functions that used in the product of *Y.O.U The Simplicity Lips*.

4. Explaining the Data

After the writer classifies the data, the writer begins explaining each of existential presupposition functions that exists in the slogans captured. Then, the writer begins explaining the functions of slogan that used in advertising the product.

5. Making Conclusion

After all the data have been analysed, described and explained in the research, the writer concludes of the research. This conclusion is purposed to make the readers are easily to understand and mastering the problems.

**4. RESULT**

In this section, the writer found the data through the official website of *Y.O.U the Simplicity Lips*. The data is meant of the slogans on the advertisements. Beside that, the writer also found the functions of existential presupposition that exists in the slogans.

**Table 4.1** Finding of Existential Presupposition and Slogan Functions

<b>Slogans</b>	<b>Existential Presupposition</b>	<b>Functions of Existential Presupposition</b>	<b>Functions of Slogans</b>
The Simplicity Matte Lip Color	✓	Concisseness, Enlargement, and Concealment Functions	To Simplify Complicated Ideas
Classic Intense Matte Lipstick	✓	Self Protection, Emphasis, and Enlargement Functions	Express Group Ideology and Goals

Color Stay Matte Lipstick	✓	Interestingness, Enlargement, and Self Protection Function	Express Group Ideology and Goals
The Simplicity Love You Tint	✓	Conciseness, Enlargement, and Concealment Functions	To Simplify Complicated Ideas
Y.O.U X Prilly's Favourite	✓	Interestingness, and Enlargement Function	Create Identification

From that data above, the writer knows easily of the content in this chapter of finding and discussion. Later on the writer classifies and explains each slogan that contains of existential presupposition. The further explanations are as follows which is also followed by the screenshot of the slogans.

## 5. Discussions

In this part, the writer presented the data that have been analysed in the function of existential presupposition and the factors of the slogans to the consumers. But in this research, the writer found only some functions and factors of presupposition which is used in the advertisements.

Data 1. The Simplicity Matte Lip Color.





the writer analysed that the slogan used in that advertisement has function it self that reflected from the theory of Denton. This function is meant to simplify complicated ideas. As the slogan used by the advertisers, the phrase is quite easy to be understood without knowing whole meaning. Although, there are much information which is able to be shared about the product. In this case, the slogan includes in simplify complicated ideas function.

### Data 2. Classic Intense Matte Lipstick



This is meant that the slogan looks like simple but the message is not easy to be understood for ordinary people. In spite of ordinary people do not understand well the meaning of the slogan, but they are able to be interest when they read the slogan. Because the slogan used by the advertiser convinces the consumers. In order that, when the consumers buy the product and get the benefits as the slogan stand out, the consumers are able to take a response which the slogan informs the product features as fact as the quality of the product. Therefore, the slogan used explains the name products, field of operations, and the characteristics of it.

### Data 3. Color Stay Matte Lipstick



The slogan enlarge to share informations to the consumers which the product is a kind of matte lipstick. Matte lipstick means the lipstick is smooth, and sultry, and offer long-lasting, smudge-pooof and waterproof color that is often no possible with classic lipstick that still attend from eating, drinking, and anoter activity that can erase the lipstick

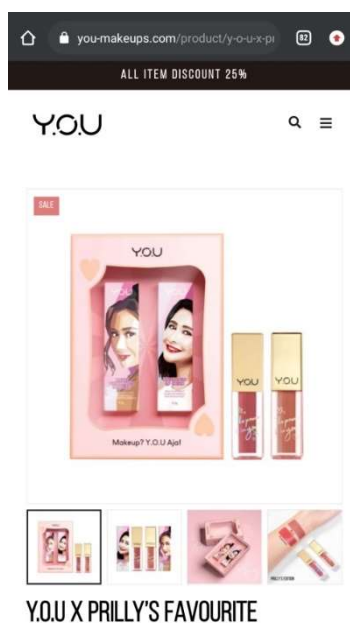
stand on. Those enlargement informations showed one of existential presupposition functions in an English advertisement. Especially, in enlargement function.

Data 4. The Simplicity Love You Tint.



The slogan enlarge to share informations to the consumers which the product has liquid texture and used for lips which is quick dry and non-sticky formula. It means, the product advertised has function to cover lips without making dry, because the material of the lips is liquid that transferproof lip tint that lasts on the lips and leaves a natural finish with a light sensation. Those enlargement informations showed one of existential presupposition function in an English advertisement. Especially, in enlargement function.

Data 5. Y.O.U X Prilly's Favourite.



The writer concludes that the slogan used in that advertisement has function it self. This function is meant to create identification. It means the slogan showed identification of something. As long as the slogan used in data 5, the advertisers identified prilly's product.

## 6. CONCLUSION

The data was the slogan of *Y.O.U the Simplicity Lips* in official website. The theories were pragmatic, types of presupposition, advertisement, slogan, functions of slogan, and function of presupposition in English advertisement. Those theories were used

to solve the functions of existential presupposition in the slogan and functions of slogan that used in the products.

The theories which was used were pragmatics, presupposition, and advertisements. The methodology was presented in which includes as research design, data and source data, techniques of data collection and techniques of data analysis. The writer analysed using the descriptive qualitative method which followed with the screenshot of the slogan.

The writer found five slogans which contain of existential presupposition. The slogans had their functions in each. They were two of simplifying complicated ideas, two of expressing group ideology and goals, and one of creating identification. The writer found six functions of existential presupposition in lips products advertisement. They were conciseness, enlargement, concealment, self protection, emphasis, and interestingness functions.

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