

ABSTRAK

Skripsi ini berjudul “*Presupposition* dalam Slogan Iklan Mobil Jepang di Indonesia Edisi Tahun 2017: Kajian Pragmatik”. Topik yang dianalisis dalam skripsi ini adalah *presupposition*. *Presupposition* adalah asumsi penutur sebelum menghasilkan ujaran. Tujuan penelitian ini adalah menganalisis jenis *presupposition* dalam slogan pada iklan mobil Jepang, dan *presupposition trigger* pada *presupposition* dalam setiap slogan yang dianalisis. Penelitian ini menganalisis tiga jenis *presupposition* dan empat bentuk *presupposition trigger*. Tiga jenis *presupposition* yang dianalisis adalah *existential presupposition*, *lexical presupposition*, dan *structural presupposition*, dan empat bentuk *presupposition trigger* yang dianalisis adalah *change of state verbs*, *comparisons and contrasts*, *definite descriptions*, dan *iteratives*. Metode deskriptif analisis merupakan metode penelitian yang digunakan dalam penelitian ini. Sumber data diambil dari slogan iklan mobil Jepang di Indonesia pada tahun 2017. Hasil penelitian menunjukkan bahwa dari 45 data yang mengandung *presupposition*, 24 data berupa *existential presupposition*, 19 data berupa *lexical presupposition*, dan 2 data berupa *structural presupposition*. *Existential presupposition* yang dipicu oleh *definite descriptions* berjumlah 24 data, *lexical presupposition* yang dipicu oleh *change of state verbs* berjumlah 17 data dan *iteratives* berjumlah 2 data, dan *structural presupposition* yang dipicu oleh *comparisons and contrasts* berjumlah 2 data.

Kata kunci: *presupposition*, *presupposition trigger*, slogan

ABSTRACT

This paper is entitled “Presupposition dalam Slogan Iklan Mobil Jepang di Indonesia Edisi Tahun 2017: Kajian Pragmatik”. The topic of this study is presupposition. Presupposition is the speaker's assumption before producing utterances. The purposes of this study are to analyze the type of presupposition in the slogans of Japanese car advertisements, and the presupposition trigger on the presupposition of the selected slogans. There are three types of presupposition and four presupposition triggers analyzed in this study. Three types of presupposition analyzed are existential presupposition, lexical presupposition, and structural presupposition, and four presupposition trigger analyzed are change of state verbs, comparisons and contrasts, definite descriptions, and iteratives. Descriptive analysis is the research method used in this study. The source of data was taken from the slogans of Japanese car advertisements in Indonesia in 2017. There are 45 data analyzed in this study. The results show that 24 data are existential presupposition; 19 data are lexical presupposition; and 2 data are structural presupposition. 24 existential presuppositions are triggered by definite descriptions; 19 lexical presuppositions are triggered by change of state verbs (17 data) and iteratives (2 data); and structural presuppositions are triggered by 2 comparisons and contrasts.

Keywords: presupposition, presupposition trigger, slogan