

DAFTAR ISI

ABSTRAK	i
ABSTRACT	ii
KATA PENGANTAR	iii
DAFTAR ISI	v
DAFTAR TABEL	vii
DAFTAR SIMBOL	viii
BAB I PENDAHULUAN	1
1.1 Latar Belakang.....	1
1.2 Identifikasi Masalah.....	5
1.3 Batasan Masalah	5
1.4 Tujuan dan Manfaat Penelitian	6
1.5 Objek dan Metode Penelitian.....	6
1.6 Sistematika Penulisan	7
BAB II KAJIAN PUSTAKA	9
2.1 Pragmatik.....	9
2.2 Konteks	12
2.3 <i>Presupposition</i>	14
2.3.1 <i>Existential Presupposition</i>	16
2.3.2 <i>Factive Presupposition</i>	17
2.3.3 <i>Non-factive Presupposition</i>	18
2.3.4 <i>Lexical Presupposition</i>	19
2.3.5 <i>Structural Presupposition</i>	20
2.3.6 <i>Counterfactual Presupposition</i>	20

2.4	Iklan	21
2.4.1	Bahasa Iklan.....	22
2.4.2	Jenis- Jenis Iklan	25
2.5	<i>Presupposition</i> dalam Bahasa Iklan.....	27
2.6	Fungsi <i>Presupposition</i> dalam Bahasa Iklan.....	29
2.6.1	<i>Conciseness Function</i>	29
2.6.2	<i>Interestingness Function</i>	32
2.6.3	<i>Enlargement Function</i>	33
2.6.4	<i>Emphasis Function</i>	34
2.6.5	<i>Euphemism Function</i>	35
2.6.6	<i>Concealment Function</i>	36
2.6.7	<i>Persuasion Function</i>	38
2.6.8	<i>Self-protection Function</i>	42
BAB III ANALISIS DATA		44
3.1	<i>Existential Presupposition</i>	44
3.2	<i>Factive Presupposition</i>	62
3.3	<i>Non-factive Presupposition</i>	67
3.4	<i>Lexical Presupposition</i>	68
3.5	<i>Structural Presupposition</i>	74
BAB IV SIMPULAN DAN SARAN		76
4.1	Simpulan	76
4.2	Saran	77
DAFTAR PUSTAKA		
LAMPIRAN		