

ABSTRACT

Destin, Astika Christia. (2013). *A Study on Pragmatics Presuppositions in Countries' and States' Slogans*. Yogyakarta: English Education Study Program Sanata Dharma University.

People use language to communicate with others in their daily lives. In communicating, people often employ presuppositions in sentences they utter even though they did not aware of the presence of the presupposition itself. In this study, the researcher focused on presupposition occurs in countries' slogans and taglines. Many countries introduce themselves to the world by showing their country slogans through advertisement for tourism promotion.

In this research, there are two research problems. The first problem is how presuppositional triggers hold to support the categorization of presupposition into its type. The second one is what types of presuppositions that occur in countries' and states' slogans are. Those two research problems lead the readers to the objectives of this study which are to find out the kinds of presuppositional triggers and types of presupposition of country and states' slogans.

The method of this qualitative research was content analysis. The researcher also applied descriptive approach as one of special features of qualitative research which the final result of this research is interpreted in a form of a rich description. This research used 79 country slogans which had been listed and categorized alphabetically into their continents as the data. Since this research applied content analysis, the primary instrument to collect and analyze the data was the researcher.

The results show that there were 6 out of 13 kinds of presuppositional triggers occur in country slogans or taglines, namely definite descriptions, implicative verbs, change of state verbs, factive verbs, comparisons and contrasts, and iteratives. There were 54 definite descriptions, 6 implicative verbs, 3 change of state verbs, 6 factive verbs, 4 comparisons and contrasts, and 6 iteratives. There were also found three out of six types of presupposition, namely existential presupposition, factive presupposition, and lexical presupposition. There were 58 existential presuppositions, 6 factive presuppositions, and 15 lexical presuppositions. For the future researchers, it is recommended to conduct qualitative research. Future researchers could conduct research which analyzes the satisfaction of such presuppositions by referring to the truth values and truth conditions.

Keywords: country slogans and taglines, kinds of presupposition triggers, presuppositions, types of presupposition

ABSTRAK

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Orang-orang menggunakan bahasa untuk berkomunikasi dengan orang lain dalam kehidupan sehari-hari. Di dalam berkomunikasi, orang sering menerapkan presuposisi dalam kalimat yang mereka utarakan meskipun mereka tidak menyadari kehadiran presuposisi tersebut. Di dalam penelitian ini, penulis fokus pada presuposisi yang ada pada slogan-slogan negara. Banyak negara memperkenalkan identitas mereka kepada dunia dengan memperlihatkan slogan mereka melalui iklan untuk promosi pariwisata.

Di dalam penelitian ini, ada dua rumusan permasalahan yaitu bagaimana presuppositional triggers berpengaruh terhadap pengkategorisasian presuposisi menurut tipenya dan apa saja tipe presuposisi yang terdapat dalam slogan-slogan negara. Kedua rumusan permasalahan tersebut mengacu pada tujuan dari penelitian ini, yaitu untuk mencari tahu macam-macam presuppositional triggers dan tipe-tipe presuposisi yang ada pada slogan negara.

Metode yang digunakan dalam penelitian kualitatif ini adalah content analysis. Penulis menerapkan pendekatan deskriptif sebagai salah satu special features dari penelitian kualitatif dimana hasil akhir dari penelitian ini diinterpretasikan dalam suatu deskripsi. Sebagai data, penelitian ini menggunakan 79 slogan negara yang telah di urutkan dan dikategorikan secara alfabetikal menurut benua. Karena penelitian ini menerapkan content analysis, maka instrumen utama untuk mengumpulkan dan menganalisa data adalah penulis sendiri.

Hasil akhir penelitian ini menunjukkan bahwa ada 6 dari 13 macam presuppositional triggers yang terdapat dalam slogan-slogan negara, yaitu 54 definite descriptions, 6 implicative verbs, 3 change of state verbs, 6 factive verbs, 4 comparisons and contrasts, dan 6 iteratives. Di dalam penelitian ini juga ditemukan 3 dari 6 tipe presuposisi, yaitu 58 existential presupposition, 6 factive presupposition, dan 15 lexical presupposition. Untuk peneliti yang akan datang, disarankan untuk melakukan penelitian kualitatif. Peneliti yang akan datang dapat melakukan penelitian yang menganalisa satisfaction dari suatu presuposisi dengan mengacu pada truth values dan truth conditions.

Kata Kunci: country slogans and taglines, kinds of presupposition triggers, presuppositions, types of presupposition