

Presuppositions in The Headline Structures of Skin1004 Selected Products

Luh Gede Dwiana Antika Premaputri, Galuh Febri Putra, Ni Ketut Widhiarcani

Matradewi

Udayana University

dwianaantika02@gmail.com

ABSTRACT

The analysis discussed about the presupposition in the headline structures of Skin1004 selected products. The aims of the analysis were to describe the categories of presupposition, and to investigate the functions of presupposition. The source of the data was found in the headline structures of Skin1004 selected products, which collected from Skin1004 Official Shop e-commerce. The analysis research method was applying descriptive qualitative method. The theories of analysis were applying Yule (1996) categories of presupposition theory and Ge (2011) functions of presupposition theory. The results of the discussion were found four categories of presupposition, which consisted with total thirty-five data sources, namely, existential presuppositions, factive presuppositions, lexical presuppositions, and counterfactual presuppositions. Meanwhile the functions of presupposition were found five functions, twenty-one functions of presupposition, namely, conciseness functions, interestingness functions, enlargement functions, emphasis functions, and persuasion functions. In the categories of presupposition contained in the headline structures of Skin1004 selected products were dominated by the lexical presupposition with total twelve data sources found. The functions of presupposition in the headline structures of Skin1004 were dominated by the emphasis functions with total six data sources found. The accumulation of presupposition found in the headline structures of Skin1004 selected products were fifty-six presuppositions. Based on the analysis that have been conducted, the lexical presupposition and emphasis function were closely related, since it described the advantages of the products in implicit method.

Keywords: *Presupposition, functions, headline structures, Skin1004 selected products*

ABSTRAK

Analisis tersebut membahas tentang pengandaian dalam struktur headline produk terpilih Skin1004. Tujuan analisis ini adalah untuk mendeskripsikan kategori-kategori pra-anggapan, dan untuk mengetahui fungsi pra-anggapan. Sumber datanya terdapat pada struktur headline produk terpilih Skin1004 yang dikumpulkan dari e-commerce Skin1004 *Official Shop*. Metode penelitian analisis yang digunakan adalah metode deskriptif kualitatif. Teori analisis menggunakan kategori teori pra-anggapan Yule (1996) dan fungsi teori pra-anggapan Ge (2011). Hasil pembahasan ditemukan empat kategori praanggapan yang terdiri dari total tiga puluh lima sumber data, yaitu pra-anggapan eksistensial, praanggapan faktual, praanggapan leksikal, dan pra-anggapan kontrafaktual. Sedangkan fungsi pengandaian ditemukan lima fungsi, dua puluh satu fungsi pengandaian, yaitu fungsi keringkasan, fungsi menarik, fungsi perluasan, fungsi penekanan, dan fungsi persuasi. Pada kategori praanggapan yang terdapat pada struktur *headline* produk Skin1004 terpilih didominasi oleh pra-anggapan leksikal dengan total ditemukan dua belas sumber data. Fungsi pengandaian dalam struktur *headline* Skin1004 didominasi oleh fungsi penekanan dengan total enam sumber data yang ditemukan. Akumulasi pra-anggapan yang ditemukan pada struktur *headline* produk terpilih Skin1004 berjumlah lima puluh enam praanggapan. Berdasarkan analisis yang telah dilakukan, fungsi pengandaian leksikal dan fungsi

penekanan mempunyai keterkaitan yang erat karena menggambarkan keunggulan produk secara implisit.

Kata kunci: Praanggapan, fungsi, struktur headline, produk terpilih Skin1004

INTRODUCTION

Language occurred not only in spoken communication, however also in written communication. The language in written communication occurred in the visual media, such as advertisements. Advertisements are defined as text media in promoting products to gain customers. According to Goddard (1998, p. 6), adverts are texts that do their best to get the consumer's attention and to make us turn towards them.

Writing advertising copy required the ability and proper construction to utilize language to draw in readers and influence a certain audience to buy the product. Bolen (1984) generally described advertising contained three structures as forming element steps to achieve the goal, i.e., headline, body, and closing. From these advertisement structures, headline is the most important part in advertising since all forms of advertising utilizing headline. When it came to creating the advertisement, headlines owned a crucial role, which to attract the audience's attention to the points of products' benefits. Advertising is not only about the commercial promotion of branded products but can also encompass the idea of texts whose intention is to enhance the image of an individual, group, or organisation (Goddard, 1998, p. 10).

The purpose of advertising consistently lacked or restricted trust and cooperation amongst the parties involved. Since advertising language owned unique qualities and traits of its own, presupposition used to improve its implicit function. As a type of inferential information, presupposition help advertisement to be more concise (Ge, 2011, p. 153). The functions of presupposition in advertising consisted of eight ways, i.e., conciseness, interestingness, enlargement, emphasis, euphemism, concealment, persuasion, and self-protection. Furthermore, the information that has been communicated and presuppositions are tightly related. It enables the speaker to convey multiple presuppositions in a single sentence (Hikmah, 2017, p. 1). Presupposition enabled advertisements to be more succinct, cost less for the advertiser, and be more successful in gaining audience's attention and making a lasting impression.

The understanding of contextual meaning in presupposition was applied from the pragmatics. Yule (1996, p. 3) stated pragmatics in contextual meaning interpreted what people mean in a given situation and how the context affects what is said are inextricably related to pragmatics. The speaker discovered the context of the meaning statements with the use of presupposition. According to Yule (1996, p. 25), a presupposition is something the speaker assumes to be the case prior to making an utterance. Presupposition categorized in six types, namely, existential, lexical, structural, non-factive, and counterfactual presupposition. These categories help in understanding the diverse types of presupposition in any context of

utterances. Regarding the specific situation, pragmatic science is responsible for the presumption meaning. In this case, the speaker owned the presupposition, while sentence is not. Presupposition itself can be defined as an implicit idea or worldview that underlines a statement whose truth is accepted at face value in conversation.

The presupposition phenomenon happened in multiple occurrences, especially in skin care advertisement. In this current era, all kinds of products advertisement available not only available in offline, but also online platform. People access e-commerce to purchase lifestyle needs or daily needs, since how to use are practice, easy, and time-saving. Especially people frequently purchase daily needs through e-commerce, such as, skin care to take care of their skin in daily, for instance, Skin1004. Skin1004 is a skin care brand from South Korea that also sell in overseas, especially in Indonesia. For this recent time, Skin1004 available at the official shop e-commerce. From the Skin1004 headline structures in the official shop e-commerce, it found the categories and functions of presupposition.

One of the examples was taken from the headline of Skin1004 Madagascar Centella Hyalu-Cica, 'No.1 Sun Serum', which it presupposed to be 'The best seller sun serum'. The headline categorized as the lexical presupposition, which means to makes use of specific words to assume another idea or piece of implicit information. The presupposition also categorized as the enlargement function in presupposition since this presupposition able to enlarge the amount of advertising information because presupposition information hardly appeared solely. Therefore, the headline structures of Skin1004 selected product suitable to analyze the presupposition.

Numerous research relevant to the problem have been conducted to determine the meaning of presupposition. It came from an undergraduate thesis written by Fath (2020). The research discussed about presupposition analysis in the slogans of mobile devices in official OEM (Original Equipment Manufacturer) websites. The research contributed to this research since it explained the understanding and analysis of the presupposition in slogans by used Yule's theory. Another related study conducted from an undergraduate thesis written by Makasiahe (2020). The research discussed about the usage and types of presupposition in "CNN" Twitter social media in pragmatics approach. These research contributed to the analysis, since it using the theory categories of presupposition applied by Yule (1996) and the theory functions of presupposition in advertisement applied by Ge (2011).

The research focused on the presuppositions used in headline structures of Skin1004 selected products. The main purpose of this research is to investigate the presuppositions in the headline structures of Skin1004 selected products. Therefore, the presuppositions in the headline structures in Skin1004 are well-received by the readers.

RESEARCH METHOD

The research applied audio-visual materials stage to collect the data source. According to Creswell (2009), the recording of documented or collected visual materials based on the researcher's structure for taking notes. The stages involved to the research as follows:

(1) Collecting visual materials

In this stage, the data source collected through Skin1004 official shop e-commerce, and the data source materials of the research are poster image advertisements of Skin1004. When Skin1004 official e-commerce was already found, the product was selected based on poster image that contained with headline structures, i.e., headlines, subheads, and preheads.

(2) Note-taking

This stage consisted of note-taking the headlines of Skin1004 products. When the materials have collected, the analysis was taken notes the categories and functions in the headline structures of Skin1004 selected products by applying the codes in the analysis results.

RESULTS AND DISCUSSION

Based on the analysis, the source of the data was taken from the headline structures Skin1004 selected products. The headline structures of Skin1004 selected products were dominated by the headlines. The analysis results were found the categories of presupposition in four from six categories, with total thirty-five data sources. Whereas the functions of presupposition were found in five from eight functions, with total twenty-one data sources.

The first discussion began from the categories of presupposition in the headline structures of Skin1004 selected products, which found in four categories of presupposition from six categories and the theory that underlying the categories of presupposition applied by Yule (1996), namely, existential presuppositions, factive presuppositions, lexical presuppositions, and counterfactual presuppositions. The total from four categories of presuppositions were found with the thirty-five data sources.

The category of presupposition in the headline structures of Skin1004 products were dominated by the lexical presuppositions. The lexical presupposition headline structures were found eight headlines and four subheads. The lexical presuppositions were found with total twelve lexical presuppositions. Based on the analysis of lexical presuppositions that have interpreted in the previous section, the twelve headline structures in the Skin1004 products dominantly described the meaning of the product which expressed implicitly such that the speech's assertion is followed by evidence supporting the presupposition, which the definition of the theory was supported by Levinson (1983, p. 182). It can be interpreted that the lexical presupposition in both the headlines and the subheads of Skin1004 products dominantly highlighted the implicit expressions of the product.

The second category of presupposition in the headline structures of Skin1004 products dominated by the existential presupposition. The existential

presupposition headline structures were found eleven headlines and one subhead. The existential presuppositions were found with total twelve existential presuppositions. As the analysis in the existential presuppositions that have interpreted in the previous section, the twelve headline structures in the Skin1004 products dominantly described the existence of the product that contained with the definite noun phrases and the possessive constructions, which the definition of the theory was supported by Yule (1996, p. 26). It can be interpreted that the existential presupposition in both the headlines and subheads of Skin1004 products dominantly highlighted the existence of the product name and the ingredients of the product.

Meanwhile the other categories of presupposition were found the factive presuppositions and the counterfactual presuppositions. The factive presupposition headline structures of Skin1004 products were found five headlines and four subheads. The factive presuppositions were found with total nine factive presuppositions. Based on the analysis of factive presuppositions that have been interpreted in the previous section, the nine headline structures in the Skin1004 products dominantly described how did the product worked for the skin contained with the factual verb, which the definition of the theory was supported by Yule (1996, p. 27). It can be interpreted that the factive presuppositions in the both the headlines and the subheads of Skin1004 products dominantly highlighted the use of the products.

The counterfactual presupposition headline structures of Skin1004 products were found two headlines. The counterfactual presuppositions were found with total two counterfactual presuppositions. Based on the analysis of counterfactual presuppositions that have been interpreted in the previous section, the two headline structures in the Skin1004 products dominantly described the information of the product was not true in the time of the utterance contained with the *if*-clause, which the definition of the theory was supported by Yule (1996, p. 29).

The second discussion were continued to the functions of presupposition in the headline structures of Skin1004 selected products. The functions of presupposition analysis were taken from the categories of presupposition. The functions of presupposition in the headline structures of Skin1004 selected products were found five functions from eight functions and the theory that underlying the functions of presupposition applied by Ge (2011), namely, conciseness functions, interestingness functions, enlargement functions, emphasis functions, and persuasion functions.

The function of presupposition in the headline structures of Skin1004 products was dominated by the emphasis functions. The emphasis function presuppositions of headline structures were found four headlines and two subheads, which the total was six emphasis functions. The analysis of emphasis functions that have been interpreted in the previous section dominantly used the implicit clefts in the advertisement to described the value of the product, which the definition of the theory was supported by Ge (2011: 154). It can be interpreted that the emphasis

functions in both the headlines and the subheads of Skin1004 products dominantly highlighted the value of the product.

The second function of presupposition in the headline structures of Skin1004 selected products was dominated by the interestingness functions. The interestingness function presuppositions of headline structures were found five headlines and one subhead, which the total was six interestingness functions. The analysis of interestingness functions that have been interpreted in the previous section dominantly made the advertisement of the product attracted the consumer, which the definition of the theory supported by Ge (2011, p. 154). It can be interpreted that the interestingness functions in both the headlines and the subhead of Skin1004 products dominantly highlighted the advantage of the products to gain the consumers' attention.

The other functions of presupposition found in the headline structures of Skin1004 products were found the enlargement functions, conciseness functions, and persuasion functions. The enlargement function presuppositions of headline structures were found three headlines and one subhead, which the total was four enlargement functions. The analysis of enlargement functions that have been interpreted in the previous section, the headline structures dominantly contained with the assertion information and presupposition information in the headline structures to provided more information, which the definition of the theory was supported by Ge (2011, p. 154). It can be interpreted that the enlargement functions in both the headlines and the subhead of Skin1004 products dominantly provided the enlargement information.

The conciseness function presuppositions of headline structures were found two headlines and one headline, which the total was three conciseness functions. The analysis of conciseness functions that have been interpreted in the previous section, the advertisements dominantly used the concise language to described what being highlighted in the product and contained with the imperative sentences, which the definition of the theory was supported by Ge (2011, p. 153). It can be interpreted that the conciseness functions in both the headlines and the subhead of Skin1004 products dominantly used the imperative sentences to make the advertisements concisely.

The persuasion function presuppositions of headline structures were found one headline and one subhead, which the total was two persuasion functions. The analysis of persuasion functions that have been interpreted in the previous section, the headline structures dominantly used the functions of persuasion that admired the product, which the definition of the theory was supported by Ge (2011, p. 156). It can be interpreted that the persuasion functions in both the headline and the subhead of Skin1004 products dominantly contained with admiration of the product by used the functions of persuasion.

Based on the analysis that have been conducted, the total presuppositions both in the categories and the functions was fifty-six presuppositions. The analysis was found that the presuppositions in the headline structures of Skin1004 selected products were dominated by the lexical presupposition and the emphasis function,

which described the assertion meaning of the products to identify the advantage of the products in implicit method, and both lexical presupposition and emphasis function were closely relate.

CONCLUSION

This section ended with conclusion. It contained with the points of the problems of the study and aims of the study based on the results and discussion that have been conducted in the previous chapter.

Based on the analysis that have been conducted, the conclusion can be described below as follows:

The analysis was interpreted the categories of presupposition and the functions of presupposition, which the object of the data was taken from the headline structures of Skin1004 selected products. Based on the first problem of the study that have been analyzed in the previous chapter as the aim of the study, the analysis in the categories of presuppositions were found four categories of presuppositions with total thirty-five data sources, namely, existential presuppositions, factive presuppositions, lexical presuppositions, and counterfactual presupposition.

According to the discussion, the categories of presupposition in the headline structures of Skin1004 selected products was dominated by the lexical presupposition with total twelve data sources found, since the headline structures dominantly described the meaning of the product which expressed implicitly such that the speech's assertion is followed by evidence supporting the presupposition.

Whereas the analysis in functions of presupposition in the headline structures Skin1004 selected products were found five functions of presuppositions with total twenty-one data sources found, namely, conciseness functions, interestingness functions, enlargement functions, emphasis functions, and persuasions functions.

The function of presupposition in the headline structures of Skin1004 selected products was dominated by the emphasis functions with total six data sources found, since the presuppositions dominantly used the implicit clefts in the advertisement to described the value of the product.

The total accumulation of presuppositions found in the headline structures of Skin1004 products were fifty-six data sources. The analysis identified that lexical presupposition and emphasis function were closely related, since the headline structures described the advantage of the products in implicit method.

BIBLIOGRAPHY

- Afifah, F.N., 2022. Presupposition Analysis on Responses Towards the COVID-19 Cases in Washintonpost.com Commentary Column. Universitas Islam Negeri Maulana Malik Ibrahim, Malang.
- Altstiel, T., Grow, J., 2006. Advertising Strategy: Creative Tactics from the Outside. SAGE Publications, Inc., London.
- Ambarawati, P., 2022. Language Presupposition in BBC Advertising. *EJEW Educ. J. Emerg. World* 1, 28–33.
- Bolen, W.H., 1984. Advertising. John Wiley & Son, New York.
- Brown, P., Levinson, S.C., 1987. Politeness: Some Universals in Language Usage. Cambridge University Press, Cambridge.
- Creswell, J.W., 2018. Research Design: Qualitative, Quantitative, and Mixed Approaches, Fifth Edition. ed. SAGE Publications, Inc., Los Angeles.
- Creswell, J.W., 2009. Research Design: Qualitative, Quantitative, and Mixed Methods Approach, Third. ed. SAGE Publications, Inc., India.
- Dewi, I.R., Susanto, F., 2023. Understanding the Teacher-students' Presupposition in the Classroom Interaction. *J. Engl. Teach. Adi Buana* 8, 79–88.
- Fath, M.M., 2020. Presupposition Analysis in the Slogans of Mobile Devices in Official OEM Websites. UIN Sunan Ampel, Surabaya.
- Ge, L., 2011. Pragmatic Functions of Presupposition in Advertising English. *Asian Cult. Hist.* 3, 153–157. <https://doi.org/10.5539/ach.v3n1p153>
- Goddard, A., 1998. The Language of Advertising: Written Language. Routledge, London.
- Hikmah, S.N., 2017. An Analysis of Language Presupposition in Advertisements of TV Channels in Indonesia. Alauddin State Islamic University of Makassar, Makassar.
- Huang, Y., 2014. Pragmatics, Second. ed. Oxford University Press, United Kingdom.
- Levinson, S.C., 1983. Pragmatics. Cambridge University Press, New York.
- Li, S., 2023. Functions of Pragmatic Presuppositions in Advertisements: Promoting Cosmetics on Instagram. *Int. J. Engl. Cult. Stud.* 6, 10–17. <https://doi.org/10.11114/ijecs.v6i1.5897>
- Makasiahe, A.K., 2020. The Usage and Types of Presupposition in "CNN" Twitter Social Media: Pragmatics Approach. Putera Batam University, Batam.
- Peccei, J.S., 1999. Pragmatics. Routledge, New York.
- Stalnaker, R.C., 1973. Pragmatic Presupposition. New York University Press, New York.
- Sudaryanto, 2015. Metode dan Aneka Teknik Analisis Bahasa: Pengantar Penelitian Wahana Kebudayaan Secara Linguistik. Sanata Dharma University Press, Yogyakarta.
- Yule, G., 1996. Pragmatics. Oxford University Press, New York.