

## REVEALING THE FUNCTION OF REFERENCE IN PRESUPPOSITION OF ENGLISH CIGARETTE TAGLINES IN DJARUM AND ITS SUB-BRANDS ADVERTISEMENTS

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### Abstrak

Karena perusahaan rokok dilarang untuk memprovokasi kegiatan merokok secara terang-terangan dalam iklannya, mereka menggunakan referensi dan praanggapan dalam slogan mereka. Oleh karena itu, penelitian ini dilakukan dengan tujuan untuk mengungkapkan bagaimana pengiklan mempengaruhi konsumen untuk memahami makna tersirat dalam slogan dengan memanfaatkan fungsi referensi dalam analisis praanggapan melalui pendekatan pragmatik. Penelitian ini menggunakan metode deskriptif kualitatif, yang melibatkan teknik analisis dokumen dan material untuk mengumpulkan data yang diperlukan. Hasil penelitian ini menunjukkan bahwa referensi digunakan untuk membatasi inferensi konsumen akan informasi yang tersirat. Terdapat tiga bentuk referensi yang ditemukan dalam penelitian ini yaitu dalam bentuk *proper noun*, *noun phrase* dan *pronoun*. Ketiga bentuk referensi tersebut digunakan secara berbeda untuk menunjukkan keberadaan produk atau konsumen yang ditargetkan. Selain itu, bisa disimpulkan bahwa praanggapan eksistensial adalah praanggapan yang paling umum digunakan oleh para pengiklan rokok untuk mempertahankan eksistensi produk mereka dengan mengaplikasikan fungsi *conciseness* dan fungsi *emphasis*. Mereka juga sering mengaplikasikan praanggapan faktif untuk menunjukkan fakta tentang tingginya kualitas produk tersebut dengan menggunakan fungsi *conciseness*, fungsi *emphasis* dan fungsi *enlargement*. Dapat disimpulkan bahwa referensi digunakan untuk memberikan efek positif terhadap praanggapan konsumen. Di sisi lain, praanggapan memberikan penjelasan rinci tentang informasi tersirat dalam slogan. Dengan kata lain, keduanya dapat digunakan sebagai alat yang ampuh dalam strategi pemasaran untuk membuat slogan yang menarik.

**Kata Kunci:** pragmatik, referensi, praanggapan, slogan, iklan.

### Abstract

As the advertiser of Cigarette Company is prohibited to provoke or suggest doing smoking obviously in their advertisements, they choose applying referring expression and presupposition in their taglines. This study hence aims to reveal how the advertisers utilize the function of reference in presupposition analysis of pragmatics to inform and persuade the targeted consumers in decoding the meaning implied in taglines. This study used descriptive qualitative method which involves document and material analysis to collect the requisite data. As the result, this study found that referring expressions help to limit the consumers' inference of the presupposition information. There are three referring expressions that are found in this study which are in form of proper noun, noun phrase and pronoun. Those referring expressions can be used differently to show the brand product existence or to represent the targeted consumers. Moreover, it can be inferred that existential presupposition is the most common presupposition used by the advertiser to maintain the product existence by employing conciseness and emphasis functions. They also often use factive presupposition to show the fact of the high-quality of the product by using conciseness, emphasis and enlargement functions. It can be concluded that referring expression is employed to give positive effect to the consumers' interpretation of presupposition information. Meanwhile, presupposition gives more detail explanation of intended meaning contained in taglines. In a word, both reference and presupposition hence becomes a powerful tool that can be used in the marketing strategy to compose attractive taglines.

**Keywords:** pragmatic, reference, presupposition, taglines, advertisement.

### INTRODUCTION

As advertisements are becoming more important and beneficial among society nowadays, the advertisers competitively active in using language by modifying the strategy, style and technique in applying the advertising

languages to gain more impression from the consumers. In this case, they choose to create interesting and attractive taglines by applying presupposition and referring expression. One of the most creative products of advertisements spread among the society is the

commercial advertisement taglines of Cigarette Company. In Indonesia, there are a lot of biggest cigarette companies that competitively attract the readers' or consumers' attention by using their unique idea or concept of marketing strategy in advertising.

Unfortunately, as cigarette is destructively affected to the people, hence it is prohibited to the advertisers to provoke any action of smoking and suggest doing smoking obviously in their advertisements. It is also officially stated under Peraturan Pemerintah Republik Indonesia No. 109 Year 2012 about The Protection of Addictive Substance in Tobacco Products for Health. Though, as a commercial product, Cigarette Company should use advertisement to promote their products. This becomes a reason why the advertisers of cigarette should choose a communicative language in order to make people impressed and easily understand the implicit message brought by taglines. Yet, the persuasive existence of advertising language should obey the rule. Thus, as a linguistic phenomenon in advertising language, taglines should be carefully designed and thoughtfully planned in order to push the advertised product.

However, the uniqueness in composing the advertisement taglines causes the diversity in interpreting meaning of it. Therefore, advertisers should be able to utilize the consumers' psychology to bravely take the risks and conceal some specific information in the tagline through presupposition and referring expressions that they believe their consumers would take it for granted. It then becomes a linguistics phenomenon that needs to be analysed through pragmatic rather than semantic view.

The tendency of pragmatics is to study how the members of a speech community organizing and understanding their speech activities used in everyday life. As defined by Yule (1996), pragmatics is a part of linguistic study which focuses on the meaning as communicated by a speaker (or a writer), and is then interpreted by a listener (or a reader). It means that the contextual meaning carried by the words or phrases within the utterances or text might consequently mean more than just the literal meaning itself. In brief, this study attempts to expose the relationship between linguistic forms and the users of those forms. It is not based on grammatical aspect, but on how the language users (both the speakers and the listeners) can understand what they uttered to each other even though the utterance or the sentence is grammatically incomplete. As the explanation above, so this study attempts to maintain the recipients' interpretation by means of the speaker or the writer expectation through what is being communicated.

The branches of pragmatic approach those will be used in this study are the reference and presupposition studies. Sometimes, the advertisers conceal specific advertising information intentionally to achieve certain effect of the consumers' attention. What is being intended referred through the tagline can deliver the purpose of advertisements and presupposition hence is also employed. By doing so, the tagline will leave a deep impression on the minds of the consumers. Therefore, reference and presupposition can play their roles to make advertisements appear to be impressably objective.

There are several theories used in this study those are will be explained in the following paragraphs. Based on Yule, reference is, "an act in which a speaker, or writer, uses linguistic forms to enable a listener, or reader, to identify something." (1996: 17). For that reason, both the speaker and the listener should have the same background association in thinking what other has in mind or having same shared knowledge to understand the message implied. Hence, reference is applied to this study as it is clearly tied to the speaker's goal and belief in the use of language.

In showing reference, the speaker uses some linguistic forms that are called "referring expressions". There are three referring expressions that defined by Yule (1996: 17) which are called as proper noun, noun phrase and pronoun. The explanation of them is as follows:

1. **Proper noun** is used to refer to an exact referent where is represented by a particular name; for example "Shakespeare", "Germany" and "chicken". However, it can also represent to another particular referent which is accepted by a community. For instance, the name "Shakespeare" can probably refer either to an artist, a book, or a writer. Next, the word "blackberry" may refer to fruit, mobile phone, or a person.

2. **Noun phrase** is the second referring expression that can use definite or indefinite noun. Definite noun phrase is used to indicate the referent in the speakers' intention to refer to a single entity that can be specifically identified by the listener or the reader. Meanwhile, indefinite noun phrase has three possibilities to identify the referent. It can be a physically existence entity, a new entity that exist, or an entity that does not physically exist. The examples of definite noun phrase are "the singer", "the owner", and "the black shirt", while for indefinite are likely the word "a man" and "an old friend".

3. **Pronoun** is the last referring expression which means as a word that represents something and usually points out a thing such as "I", "it", "she", and so on.

Furthermore, the referring expression can be placed in the initial position which is called as anaphora. It can also be called as cataphora, if it is placed in the final position. There is also a term called zero anaphora or ellipsis. It is a condition when the interpretation requires the listener or the reader to identify a hidden entity, and no linguistic expression is present. Thus, it is used to get the listener or the reader to be able to maintain the clear reference given, create the specific expectation and then infer what or who is being intended by the speakers. This is an obvious case that it is more important of what is being communicated than is said.

Those referring expressions are used to help conveying the presupposition information that is being implicitly delivered by the advertiser through the taglines. In revealing the intended meaning of the taglines, this study used the classification of presupposition proposed by Yule (1996) that is summarised on the table below:

**Table 1: The Potential Presupposition**

No	Type	Presupposition Trigger	Presupposition Information
1	existential	the X, my X	>> X exists
2	factive	I regret leaving	>> I left
3	lexical	She managed to be a winner	>> She tried to be a winner
4	structural	Show that you are the best!	>> You are the best
5	non-factive	He dreamed that he was rich	>> He was not rich
6	counterfactual	If I were you, I would have studied more	>> I am not you

According to the table above, it can be inferred that in *existential presupposition*, the speaker gives information about the products existence to the reader or the listener. It is not only shown by possessive constructions but also by any definite noun phrase. Whereas, *factive presupposition* is triggered by factive verbs or cleft sentence such as “be”, “proud”, “regret”, “glad”, “know”, “aware”, “realize”, or “with” and many else. The information given by the speaker that comes after a certain verb/construction indicating that something is a fact.

On the other hand, in *non-factive presupposition*, the information given by the speaker is the opposite meaning of speakers’ utterance. In a word, it is not supposed to be true. It is usually identified by certain verb/construction. Meanwhile, in *lexical presupposition*, the speaker chooses word with its asserted meaning that will be interpreted with presupposition into another non-asserted meaning by the recipients.

Next is *structural presupposition*, where the speaker gives information by using certain words or phrases, and sentence structures or constructions that the part of information within it is assumed to be true and the listener accepts it as true. Lastly, there is *counterfactual presupposition* which means that the presupposed information given by the speaker is not only wrong but also opposite or contrary to the facts.

Additionally, based on Ge (2011), there are eight pragmatic functions of presupposition in advertising language. The first is *conciseness function* where presupposition can express what needs to be said without any unnecessary words within short and clear form of the tagline but have a heavy-loaded meaning. It is often triggered by syntactical structures such as imperative sentence, a form of simple word(s), phrase(s) or any grammatical construction(s).

Next is *interestingness function* where presupposition can be functioned as the way to make people give their attention to the advertisement and to attract people desire in buying the product. This function involves presupposed information and asserted information in creating readers’ involvement and humour of advertising language. The third is *enlargement function* which means that presupposition can enlarge the amount of information of

the advertised product. It is usually brought by lexical presupposition which it often has interrogative form.

As the fourth type, *emphasis function*, presupposition can emphasise or highlight certain information focus of a tagline in order to create maximum effect on the consumers’ interpretation. Here, presupposition can determine the content and position of information focus of the tagline. It is often triggered by the phonetic means, cleft sentence, implicit cleft and some words like ‘only’ and ‘even’ to help identifying the information focus of the tagline. Then, presupposition has *euphemism function* that is to take the consumers’ attention by using face-saving acts and mitigating devices in the tagline. It refers to the politeness of the public self-image, including positive face and negative face.

The sixth function is *concealment function* which deals with the function of presupposition in preventing negative assumption from being interpreted by the consumers. It is followed by *persuasion function* which means that presupposition information contained in the tagline has strong persuasion in a concealable way. Frequently, they are designed in the interrogative sentence form to show the advertisers’ effort in influencing and forcing the consumers’ mind and judgement.

Lastly, presupposition has *self-protection function* which means that it involves the employment of some advertising measures like hyperbole and comparison and many else. Therefore, here presupposition can play role to make the advertisements appear to be more objective than just appear to downgrade other companies’ product.

In relation with the background of the study which is supported by the review of related literature, this study hence aims to reveal what types of reference and presupposition found in Djarum taglines to convey the presupposed meaning and what functions of presupposed reference then used to reveal each presupposition function of meaning related to the advertising goals in each tagline of Djarum advertisements are. Thus, this study attempts to analyse what and who is being intended of the meaning implied in the cigarette advertisement taglines through approaching the pragmatic function of reference in presupposition use. In short, it is interesting to analyse the function of reference and presupposition in conveying what implied message delivered by the advertiser hence being purposively inferred by the consumers. That is to say, it is interesting to reveal how the advertisers inform and persuade the targeted consumers to desirably buy their product through those pragmatic varieties used in their taglines.

## METHOD

Since this study focused on the analysis of reference in presupposition function in the cigarette advertisement taglines through pragmatic approaches, which has the purpose to reveal its function in conveying what implied message delivered by the advertiser hence being inferred by the consumers, the descriptive qualitative method was suitable to be applied in this study.

As supported by Kontour (2004) who defined descriptive analysis research as a kind of research which

gives a descriptive-informative explanation about a situation, this method generates words than numbers. Additionally, qualitative method focuses on discovering and understanding the perspectives and thoughts of participants. Thus, this study explores the meaning, purpose, or reality of the research object (Hiatt, 1986).

The taglines of English cigarette advertisements from PT Djarum Company, one of the biggest cigarette brands in Indonesia, were chosen as the object of this study. The data were taken from all brands of PT Djarum advertisements which were released on July 2014 to April 2016. There was only the total of 45 taglines found from 19 sub-brands. From that finding, only 28 taglines obtained that meet the requirements of this study from 13 sub-brands. The sample then was taken by doing an analysis of document and materials toward the data using purposive sampling, transcribing and field note-taking activities for getting the relevant data (Marshall, 2006). Even though these activities were done, the data were taken based on certain purpose randomly from many sources either from printed media or electronic media. For the source of the data, the relevant taglines were taken and noted from the billboard, banners, broadcasted advertisements, TV commercial programs, and downloaded from reliable websites such as *wikiquote.org*, *www.djarum.com*, and *www.youtube.com*.

There were some procedures which had been done in conducting this study. They were preparing the prerequisite material through library research, observing and analysing the sources, collecting the requisite data, choosing and selecting the data that are matched with the core requisite of this study, classifying the data based on the characteristics specification types of reference and presupposition theories by Yule (1996), analysing and describing each function of referring expression in the taglines regarding the intended meaning conveyed, and lastly combining the previous results of the data with the pragmatic function of presupposition in advertising language based on Ge (2011) concept.

In order to provide a synchronised data analysis, there are three schematic steps of data analysis technique. The first step is data reduction, followed by data display as the second step and drawing and verifying conclusions as the last step (Miles et al., 2014: 31-33). In data reduction, only the taglines using English were taken as the data to be analysed. In short, taglines which are using Indonesian language were not taken into consideration. The next step had to do is to condense the data by separating the headlines and the taglines in order to make an effective data display. In data display, the data were exhibited in the form of tables which were followed by each descriptive analysis. Finally, the flows how to answer each research question and how to examine the validity of the data by relating them with the proposed theories were done and exhibited in drawing and verifying conclusion section.

## RESULTS

This study found that there are three referring expressions used in the taglines according to the theory of reference proposed by Yule (1996). There is only four

taglines found using proper noun as the referring expression. The table and the descriptive analysis were presented as follows:

**Table 1: The Use of Proper Noun**

No	The Referring Expression	Referring Target
1	Djarum Black Cappuccino	brand product
2	Djarum Black Slimz	brand product
3	Djarum Black Tea	brand product
4	Clavo Premio Filter	brand product

Based on the table above, it can be inferred that the function of proper noun in the taglines is to directly show the brand product. The advertiser directly puts the product name as the taglines to show the existence of upcoming product released. Thus, the consumers can clearly infer that the taglines show the brand product in their impression. While, there are several taglines found using noun phrase as the referring expression. A tagline can use two or more referring expression to show whether the existence of the brand product or the targeted consumers. Here are several examples of the analysed taglines as follows:

**Table 2: The Use of Noun Phrase**

No	The Referring Expression	Referring Target
1	Twenty Sticks	brand product
2	King of Ice	brand product
3	The Power	brand product
4	Black (singular noun phrase)	brand product
5	The BOLD New World	brand product
6	Bold (singular noun phrase)	brand product
7	The Brave	targeted customer
8	Pride (singular noun phrase)	targeted customer
9	Attitude (singular noun phrase)	targeted customer

The functional use of noun phrase is different based on the result found on the table above. There are essentially found seventeen taglines found which show the brand product by employing noun phrase as the referring expression. For instance, in the taglines “*I’ve got the power, Djarum Black Menthol*”, it can be inferred that the power here is referred to the brand product as it shows the quality of the product. Another example is brought by the tagline “*LA Ice, King of Ice*”, which means that the noun phrase representing the existence of the advertised product as the best product of icy flavour variants.

Meanwhile, the representative of the targeted consumers is found in seven taglines either showing specific targeted consumers or showing common targeted consumers. For instance, in the tagline “*LA Ice, Only for the Brave. King of Ice*”, it can be inferred that the noun phrase is used to refer to the specific targeted consumer: “*the brave*”. It delivers a message of bravery which is related to the risk of cigarette consumption. Thus, this sub-brand directly targets only the brave consumers for consuming their product.

Nonetheless, there are six taglines used singular noun phrase as the referring expression. Singular noun phrase sometimes triggers the ambiguity of meaning referred to the noun. In this case, to make the noun clearly inferred as the intention of the advertiser for giving maximal effect on the contextual meaning within the taglines’ sentence, it



is supported by Peregrin (2000) who stated that any definite noun phrase which is not proper noun can be referred to specific noun as proposed in the Russell theory of reference. Thus, the consumers would directly refer the use of singular noun in the taglines to the brand product or the targeted consumers on their mind.

Besides, there are four kinds of pronoun found in several taglines as the referring expression. The following table shows the use of pronoun in showing the representative of what is being intended by the advertiser.

**Table 3: The Use of Pronoun**

No	The Referring Expression	Referring Target
1	I	targeted consumers
2	You	targeted consumers
3	My (life), my (kind of world)	targeted consumers
4	It	brand product

Based on the findings above, it can be concluded that pronoun is often used in the taglines mostly as the representative of the targeted consumers. By using the word “I”, “you” and “my”, the advertiser wants to make the consumers being involved in the taglines. Thus, the consumers’ psychological mind can be maintained to think that they are already assumed the truth information within the tagline. For example in the tagline “*Bold is my kind of world*”, it can be inferred that the advertiser directly aims the consumers as the doer or subject in the taglines which have already chosen the product as their choice. Rarely, it also refers to the brand product as shown on the table above. For example in the tagline “*LA Lights, Let’s do it!*”, it can be clearly inferred that the word “it” is directly targeted to the brand product.

This study also found some taglines that use no linguistic expression in the text. For example, the tagline “*LA Lights, REJUVENATED!*” is actually stated as “*LA Lights. (Its) rejuvenated!*”. This tagline does not contain any referring expression but the entity can be identified as ‘it’ which directly refers to the effect made by the product. It is called as ellipsis.

After analysing the referring expressions, those results are used in the next analysis of presupposition types. Afterward, the pragmatic function of presupposition-trigger applied in each tagline is exhibited through the descriptive analysis which is identified based on the presupposition types. This study finally found that among six types of presupposition divided by Yule (1996), there are only four types of presupposition which are used in PT Djarum advertisement of cigarette taglines: *Existential*, *Factive*, *Lexical* and *Structural*. Each presupposition-trigger is enclosed in the tagline column in the bold font. The analysis is exhibited through the following tables preceded the descriptive paragraphs:

**1) Existential Presupposition**

There are nine taglines found containing existential presupposition. This type of presupposition intends to explode the existence of the product to be able to compete in the market. The pragmatic function often brought by this type of presupposition is conciseness function. Moreover, several taglines also show the pragmatic function of interestingness and emphasis functions. Here are three examples of detail analysis of this type.

**Datum 1**

Tagline	Presupposed Meaning	Presupposition Function
<b>Djarum Super, My Life My Adventure</b>	>> Djarum has a good variant namely Djarum Super that has been existed as the best choice of the consumers in life	conciseness

This tagline covers the use of existential presupposition as the advertiser is committed to the existence of the entity namely Djarum Super. It is shown by the possessive construction of “*my life, my adventure*”, which refers to the consumers. It makes the consumers presuppose that it is true that this product would become the best choice to buy.

The function of this tagline deals with the conciseness function of existential presupposition. It is clearly seen to be interpreted that the advertiser uses possessive pronoun to convincingly emphasise that Djarum Super is already existed as the consumers’ choice. In a short and simple phrase, it directly involves the readers to assume that this product would definitely bring them into adventure experience and hence would become the best choice.

**Datum 2**

Tagline	Presupposed Meaning	Presupposition Function
<b>LA Ice, King of Ice</b>	>> Djarum has new variant of LA product named LA Ice that exists as the best icy cigarette flavour	emphasis, interestingness

This tagline covers the existential presupposition as shown containing the entity named LA Ice, which is referred to the noun phrase, ‘*king of ice*’. Practically speaking, the advertiser is trying to commit the existence of the new variant of LA product in icy flavour to the consumers.

Henceforth, this tagline applies the emphasis function because the use of noun phrases here is to firmly convey of the ‘*king*’ or ‘*great*’ existence of the product. Besides, the word ‘*ice*’ as the phonetic means involving the emphasis of the information focus referred to the brand product name. It also makes use of interestingness function where the consumers can quickly find the existence of ‘*ice*’ in the presupposition reflects to the existence of the product quality of LA newest variant.

**Datum 3**

Tagline	Presupposed Meaning	Presupposition Function
<b>Djarum Black Cappuccino</b>	>> Djarum Black has many flavour variants and there is a new variant with Cappuccino flavour	conciseness

It is obviously shown that this tagline contains existential presupposition. It is shown that the advertiser

through this tagline is committed to the existence of the entity named Djarum Black Cappuccino. The consumers hence can infer that this sub-brand has many flavours, and then the advertiser has launched a new variant from Djarum that is Djarum Black with Cappuccino flavour.

By using short and simple noun phrase which refers to the product name, the conciseness function is used by the advertiser to directly inform the consumers about the new coming product. Thus, the consumers can easily get the information by presupposing that Djarum Black has many variants for the flavour. In a word, the consumers will automatically find out that this new product has the cappuccino taste.

**2) Factive Presupposition**

While in the second type, this study found eight taglines that applied factive presupposition. This presupposition explores the fact about the quality, the production process or any excessive points of the product that is functionally taken to be presupposed as the truth of the information stated within the sentence. It usually contains the pragmatic function of enlargement and emphasis functions which are supported by conciseness function. The following examples are as follows:

**Datum 4**

Tagline	Presupposed Meaning	Presupposition Function
Djarum Cokelat Extra, <b>Extra!</b>	>> There is an old variant of Djarum Cokelat that is produced in original variant, not in the extra quality >> This newest product is produced in extra quality and packed from good ingredient	emphasis, conciseness

This tagline is categorised as covering factive presupposition. It is shown by the use of word ‘extra’ which means that the advertiser show the quality image of the item production which exists in the market.

The pragmatic emphasis function of the tagline is shown by the repetition of word ‘extra’. This tagline also applies the conciseness function that is given the clear information by using a simple word without unnecessary words to be spoken out: the consumers will find the extra quality in this product. Therefore, the consumers will directly presuppose that there is an old variant of Djarum Cokelat that is produced in original variant, not in the extra quality. Meanwhile, this newest product is produced in extra quality and packed from good ingredient.

**Datum 5**

Tagline	Presupposed Meaning	Presupposition Function
Djarum Black Mild, <b>Innovative Double Filter</b>	>> There are many variants of Djarum Black which are produced by using several techniques and the Mild edition is produced in an innovative way using	emphasis, conciseness

	double filter to be able to exist in the market	
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This one can be categorised as containing factive presupposition as the advertisers want to show the fact that in producing this product, there is a unique way involved. It is shown by the noun phrase “*innovative double filter*” which reflects to the high quality of the product offered by the advertisers.

Therefore, it is clearly shown that the emphasis and conciseness function deals with the factive presupposition used in this tagline. It is to inform and to emphasise the new information of the upcoming product namely Djarum Black Mild. Consequently, the consumer is persuaded to believe that there is an innovative double filter technique involved in producing this product. The consumers will directly presuppose that there are many variants of Djarum Black which are produced by using several techniques and the Mild edition is produced in an innovative way using double filter to be able to exist in the competitive market.

**Datum 6**

Tagline	Presupposed Meaning	Presupposition Function
<b>PRIDE + LOVE = BOLD CHOICE. LA BOLD</b>	>> The consumers could believe that whoever has a great love and pride will certainly choose this harmful product	conciseness, enlargement

This one can be categorised as containing factive presupposition as the advertisers want to show the fact that LA Bold is a bold choice for the consumer. It reflects to ‘the bold’ which refers to the product. It means that the producer wants to persuasively state that this high quality product is a good choice to buy as “by consuming it, you can be proud of and will definitely love it” presupposition information offered by the advertisers.

There are the conciseness and enlargement function use found in this tagline. The language construction simply makes the information concise, that the product will be the best choice for those who have pride and love. Here, the information density is enlarged to some extend that arousing readers’ involvement in inferring the use of singular noun ‘*pride*’ and ‘*love*’ as referring expression referred to the consumer, and ‘*bold*’ referred to the product. So, the consumers might presuppose that whoever has a great love and pride will have a bold choice by certainly choosing this harmful product.

**3) Lexical Presupposition**

In lexical presupposition, this study found that there are six taglines comprising this type of presupposition. By using this type of presupposition, the presupposed information combined with the asserted information creates the consumers’ involvement to presuppose what out-stated meaning is, rather than the context within the text. The presupposed and asserted information thus should be used properly in order to achieve maximal advertising effect from the tagline where each goal is as descriptively explained in the following analysis.

**Datum 7**

Tagline	Presupposed Meaning	Presupposition Function
I've got the power, Djarum Black Menthol	>> The consumer used to consume other product beyond Djarum's or even never smoking before Asserted meaning: The consumers will exactly be full satisfied, addicted and never turn on the other product	conciseness, enlargement

Based on the table above, this tagline contains lexical presupposition. The advertiser tries to manage the attention of the reader by providing such verb/construction "have got", which convinces the quality of the product compared to another. While, the pronoun 'I' is used to show the emphasis on the effect made by the product will definitely felt by the consumers. As shown above, there is presupposed and asserted meaning found which lead to the function of the text.

It can be obviously interpreted that the asserted meaning is the advertiser wants to show the powerful effect given after consuming this product. It means that this tagline makes use of conciseness function which has a purpose to build the image of the product. The focus information is brought to the extent of the asserted meaning that by consuming this product can give you more power or spirit.

There is presupposition information of enlargement function which is believed to be already known as true in the consumers' view: the other products do not have such effect, and the consumer is in a lazy and tired condition thus he tries to get the power back by consuming this product. It means that the advertisers not only persuade the consumer but also build a good self-image through this tagline. Moreover, it implicitly encourages the willingness of the consumers to try doing such action in buying the product.

**Datum 8**

Tagline	Presupposed Meaning	Presupposition Function
Back in Black, Djarum Black!	>> The consumers used to turn over other product Asserted meaning: The consumers now consume Djarum Black again	conciseness, interestingness, enlargement

This tagline can be identified as lexical presupposition because there is a verb construction 'back in' as the sign of lexical presupposition. The use of this presupposition is quite obvious to gain persuasion effect to the consumers. The advertiser tries to manage the attention by convincing the quality of the product compared to others. As shown above, there is presupposed and asserted meaning found which lead to the function of the text.

It obviously shows that the targeted consumers finally back to take a risk of their life consuming this cigarette after deciding to stop smoking or turning over other products. Implicitly, it presupposes that this product offers something that makes the consumers being addicted in consuming it. In a word, this tagline makes use of enlargement function.

Moreover, the word 'black' shows the interestingness function which involves the readers' interpretation to make it clear as being intended to refer to the product. This kind of syntactical structure, imperative sentence, means that the advertiser makes use of conciseness function where the advertiser convinces the consumer to accept the truth of the information within the tagline. Thus, the consumers then presuppose the truth to go back to smoking and being addicted as the enlargement of the information density.

**4) Structural Presupposition**

There are five taglines found that make use of structural presupposition. This type of presupposition is usually used to convince the reader that what is being presupposed in the advertisers' view is already assumed to be true and believed by the consumers. In short, it is used by the advertiser to treat the presupposed information as already in the assumption of the consumers, and is known being accepted as the truth. Here, the creditability of the product properly achieves maximal effect of persuasion in each tagline. The analysis examples are as follows:

**Datum 9**

Tagline	Presupposed Meaning	Presupposition Function
LA Lights. Let's Do It!	>> The consumers are asked to try the product and finally desirably conjoined to buy LA lights >> The consumers do the right choice by trying LA Lights product	conciseness

This tagline can be identified as using structural presupposition because there is a contextual effect made by the advertiser relatively to the product image. The use of this presupposition hence is quite obvious to gain the persuasion effect of the consumers. This tagline has imperative structure in the second part which refers to the preceding product name stated. It means the targeted consumers are asked to do such action: buying the product. The true part of this imperative sentence is the action. It shows indirectly that the targeted consumers to take a risk of their life consuming this cigarette.

This presupposition type makes use of conciseness function that is to ensure the persuasive information delivered from the advertiser. The structure 'Do X' means something more like 'The consumer will need X' or 'X will bring ...' that does not needed to be spoken out. The intended meaning is associated through the tagline to be already assumed and accepted as true by the consumers. It implicitly persuades and encourages that by doing such action in tasting the cigarette product is right and quite normal.

**Datum 10**

Tagline	Presupposed Meaning	Presupposition Function
LA Ice, <b>Only for the Brave</b> . King of Ice!	>> The consumer is firmly stirred to assume that whoever consume this product is a brave man >> LA Ice is produced as the best choice for only the brave man	emphasis

This tagline is related to structural presupposition type because it has emphasis function marked by the word(s) or phrase(s) 'only' and 'the brave'. Those two markers say that this product is only for the brave means the targeted consumers are asked to show their brave in doing such action: buying the product. The true part of this imperative sentence is the brave. It shows indirectly that the targeted consumers who take the challenge to try this product are brave enough to take a risk of their life consuming this cigarette.

Thus, this can be inferred as having emphasis function. The advertiser wants to emphasise the information focus referred to the targeted consumers. It is shown by the word 'only'. Hence, the use of noun phrase 'king of ice' here is not being considered as the main focus of the delivered information. Automatically, it persuades the consumers to believe that whoever consumes this product is a brave man. Afterward, all of these findings and results will be discussed in the next section.

**DISCUSSIONS**

Based on the analysis results above, which had been analysed in the previous section, the use of referring expressions in the taglines can be ensued as showing the representative of brand product or the targeted consumers. It hence can be concluded that the function of reference in conveying the presupposition information through the taglines is to limit the information focus to be clearly inferred by the consumers. By involving the pragmatic function of reference in the presupposition analysis, the consumers could directly get the intended message of the advertiser. Thus, the consumers would directly refer the taglines to the quality of the advertised product where automatically their willingness to buy the product is intentionally triggered.

There are three referring expressions that were found through the reference analysis. *Proper noun*, as had been defined by Yule (1996), is used to refer to an exact referent where is represented by a particular name. In the taglines of PT Djarum advertisement, proper noun usually comes up with the referring image of the product. While noun phrase can represent both the existence of the product and the targeted consumers implied (common or specific targeted consumers). Additionally, there are also some definite singular noun phrases used in the tagline. Based on Peregrin (2000), it can be referred to specific

noun if it is not a proper noun, for instance, the colour 'black', 'red', or the word 'bold' and many else. Thus, by using this concept, the inference or the interpretation of those kinds of word will be framed within the contextual meaning without considering the wide meaning refers to the real world.

Besides, the pronoun use in the taglines is mostly used to represent the targeted consumers and rarely used to show the existence of the brand product. It turned out that the advertisers use referring expressions in the tagline in order to maintain the representation of the targeted consumer position in the tagline, and to show the image building of the brand product. This study hence could be concluded as totally different with the previous study of Savina (2009) who conducted a qualitative research regarding the process of referring expressions exist in a mini drama play written by Anton Chekov, *The Boor*. She only discussed the production of referring expressions concern on the function of noun phrase used regarding the context theory in a drama play. She found that referring expressions in the drama are used to refer to specific person in order to stress the characters' intention in given situation, and to affirm their thought and sentences in an interaction which is influenced by the context of situation, background knowledge and culture.

Meanwhile, there are only four types of presupposition found in the data analysis section those are existential, factive, lexical and structural presupposition. *Non-factive presupposition* and *counterfactual presupposition* were not found in the taglines of Djarum sub-brands cigarette product advertisements. It might happen due to the fact that both types considerably will make the reader or consumer confused to interpret the given information. Those types hence do not meet the requirement of advertising production goals to make the presupposed or given information.

This finding is different with the result of previous studies that also analysed about presupposition. By qualitative analysis also, Chandra (2014) only describes the function and meaning of utterances on *Fifty Shades of Grey* novel through the presupposition without using reference to be considered. He found that existential and lexical presuppositions are the appropriate types of presupposition to describe the facts about two main characters considering their background, their characteristics and their conditions in the novel. Structural and non-factive presuppositions did not found in the data because the two types are considered not being conveyed as true that will confuse the reader. Otherwise, in this study, counterfactual and non-factive presuppositions did not seen to be used in the data because the advertisement has persuasive goal. It means that the consumers are convinced to believe the truth of the presupposition information within the taglines as true without considering the opposite meaning that is not true which gives negative assumptions toward the product.

Furthermore, through the further analysis of pragmatic function of presupposition in advertising language, it can be concluded that the taglines are used by the advertiser to gain the consumers' impression by applying persuasion, concealment and self-protection function. However, based



on the presupposition types, the pragmatic function brought by the *existential presupposition* is mostly the use of *conciseness function*. It means that the existential presupposition is used to explode the existence of new coming product. In line with the pragmatic function of existential presupposition, it has the function to emphasise, concise, and to give the interesting effect toward the product existence to the consumers' view. By mostly using the conciseness and emphasis function, hence the advertisers could succeed in getting the goal of informing and maintaining the existence and building good image of the product in the consumers' view.

The advertiser also explores the fact by including the involvement of readers or consumers interpretation of the product by using *factive presupposition*. It has the function to emphasise, to enlarge, and to give the interesting effect toward the fact about the truth of presupposed information or the quality of the product for being decoded through consumers' view. By mostly applying enlargement function which is supported by using emphasis and conciseness function, hence the advertisers could be succeeded in reaching the advertising goal of showing and persuading the consumers about the fact of their high-quality of the product.

Then, the advertiser also uses *structural presupposition* to convince the reader that what is being presupposed is already accepted, known and assumed to be true by the consumers. By employing the enlargement, concise, interestingness, and emphasis function, the advertiser wants to persuade the consumers in believing the truth stated within the text in the taglines. Therefore, the advertiser can succeed in influencing the consumers' judgement and action toward the advertised products. Lastly, the function of *lexical presupposition* here is shown by usually employing the combination between enlargement function and conciseness function. It means that the advertiser wants to create the consumers' involvement to presuppose what out-stated meaning is rather than what the context within the text is.

## CONCLUSIONS AND SUGGESTIONS

### Conclusions

From the findings above, it can be concluded that the use of referring expressions in the taglines can be ensued as showing the representative of brand product or the targeted consumers. It hence can be concluded that the function of reference in conveying the presupposition information through the taglines is to limit the information focus to be clearly inferred by the consumers. By involving the pragmatic function of reference in the presupposition analysis based on Yule (1996) theory, the consumers could directly get the intended message of the advertiser. Thus, the consumers would directly refer the taglines to the quality of the advertised product where automatically their willingness to buy the product is intentionally triggered.

Next, the referring expression of proper noun is used to show the brand product existence, while the referring expression of noun phrase can represent both the brand product and the targeted consumers. The last is referring

expression of pronoun that is often used to show the specific or the common targeted consumers. Additionally, it sometimes is used to refer to the brand product.

There are only four types of presupposition found in the taglines. The first type that frequently found in the tagline is *existential presupposition* which mostly contains conciseness function. It is used to maintain and to explode the existence of new coming product. The second is *factive presupposition* which usually contains conciseness function, emphasis function and enlargement function. It is used to explore the fact of the quality product by including the involvement of readers or consumers interpretation of the product. In a word, it has the function to emphasise, to enlarge, and to give the interesting effect toward the fact about the truth of presupposed information or the quality of the product for being decoded through consumers' view.

The third type is *lexical presupposition* which usually employs the combination of conciseness and enlargement functions. It is used by the advertiser to create the consumers' involvement to presuppose what out-stated meaning is rather than what the context within the text is. Then, lastly the advertiser also uses *structural presupposition* to convince the reader that what is being presupposed is already accepted, known and assumed to be true by the consumers. By randomly employing the enlargement, concise, interestingness, and emphasis functions, the advertiser wants to persuade the consumers in believing the truth stated within the text in the taglines. Therefore, the advertiser can succeed in influencing the consumers' judgement and action toward the advertised products.

In fact that the advertisers should always show the dangerous warning of smoking activity as the result under the rule of Indonesian government, thus they prefer using creative language to using many iconic pictures. According to Ge who said that it is therefore both of them becoming a useful way for every advertiser of creating the largest contextual effect in recipients' mind with minimum processing effort to achieve the maximum function of advertisement (2011). Moreover, the use of both reference and presupposition is practically more expressive and effective to deliver the intended message in the promotion rather than the iconic pictures.

Finally, it can be inferred that both presupposition and reference are able to be an alternative promotional tool to make a powerful meaning delivered through the tagline. It is clear that the presupposition supported by the referring expression becomes a useful linguistic device that can be used to imply that certain conditions exist. So, the two can be used as the marketing strategy for representing the product quality and reaching the targeted consumers in Djarum commercial advertisements.

### Suggestions

The results of this study are expected to assist the next researchers who have more interests on presupposition and reference use in the advertising language of taglines. There are still many possible topics in relation with presupposition combined with another aspect of pragmatic study. This field has a great number of

interesting topics to be studied and the objects could be found in magazine, or advertisement, speech or another newspaper.

The new researcher can also take a questionnaire form to the people who habitually of consuming cigarette or not. It then can be compared how far they can catch the meaning of tagline by the helping of the role of presupposition and reference approaches. Hence, the next study could analyse how the influence of the tagline exist in the mind of the society. Further, the analysis can be broadening to the semantic and syntactical studies and to the study of language power. It can take closely on how advertisers place the information focus implicitly in the tagline and how people accept the message with considering the presupposition and reference which is combined with the critical discourse analysis.

In the end, it is hoped that this study about reference and presupposition analysis and its function in the advertising language of taglines will be helpful to enlighten the readers about the function of each regarding the advertising goals.

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