



**REPRESENTING IMAGE AND TARGETED CUSTOMER OF
SUB-BRANDS CIGARETTE PRODUCT THROUGH
THE TAGLINE OF *GUDANG GARAM* ADVERTISEMENTS**

A FINAL PROJECT

In Partial Fulfillment of the Requirement
For S-1 Degree in Linguistics
In English Department, Faculty of Humanities
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PRONOUNCEMENT

The writer states truthfully that this project entitled “Representing Image and Targeted Customer of Sub-brands Cigarette Product through The Tagline of *Gudang Garam* Advertisements” is compiled by herself without taking any results from other researchers in S-1, S-2, S-3, and in diploma degree of any university. In addition, the writer ascertains that she does not take the material from other publications or someone’s work except for the references mentioned in bibliography.

Semarang, 17 September 2015

Vinta Fatmawati

MOTTO AND DEDICATION

“Verily with hardship comes ease.”

— *Q.S Al-Inshirah: 6*

“... Only those who are patient shall receive their reward in full, without reckoning.”

— *Q.S Az-Zumar: 10*

“Sometimes the darkest challenges, the most difficult lessons, hold the greatest gems of light.”

— *Barbara Marciniak*

This final project is dedicated to my beloved mother, father, and brother

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1. *Daftar slogan iklan*

ABSTRAK

Perusahaan rokok biasanya menggunakan berbagai macam strategi untuk mempromosikan produknya. Pembuatan slogan yang menarik untuk iklan dapat membangun posisi produk dan ketertarikan pembeli. Penelitian ini bertujuan untuk menjelaskan bagaimana Gudang Garam menampilkan gambaran dari produknya melalui slogan iklan dengan menggunakan presuposisi. Selain itu, hal ini dilakukan untuk menjelaskan bagaimana Gudang Garam menampilkan pembeli yang ditargetkan melalui slogan iklan dengan menggunakan referensi. Penulis menggunakan metode dokumentasi untuk mengumpulkan 29 (dua puluh sembilan) slogan iklan Gudang Garam sebagai total populasi. Sampel diambil dengan menggunakan teknik *purposive sampling* untuk memilih slogan yang berisi presuposisi dan referensi. Penelitian ini menggunakan metode deskriptif kualitatif dan metode agih untuk menganalisis data. Hasil dari penelitian ini menunjukkan bahwa gambaran keberadaan produk lebih menonjol. Terlebih lagi, *pronoun* digunakan secara langsung sebagai ekspresi penunjukan untuk menunjuk pembeli yang mereka targetkan. Berbagai macam slogan dalam produk yang sama kemungkinan memiliki bermacam-macam strategi untuk menunjukkan gambaran produk dan pembeli yang ditargetkan.

Kata kunci: Presuposisi, Referensi, dan Slogan Iklan

INTRODUCTION

1.1 Background of the Study

A company commonly uses some strategies to introduce their products. One of those strategies is advertisement. One of the most important parts of advertisement is language, particularly the language in the tagline which usually makes the targeted customer remember the product well. To build customer's awareness and interest of a product, a company usually chooses interesting words for the tagline of their product advertisements that are suitable for representing the image of the product and to reach the targeted customer.

One of interesting advertisement phenomena is cigarette advertisement phenomenon that it is prohibited to show the product or people who smoke it. It is also not allowed to directly influence people to smoke. In this kind of advertisement, tagline holds a very important role to attract the targeted customer's awareness and interest of the product.

In this study, the writer analyzes the tagline of *Gudang Garam* cigarette as one of the oldest cigarette factories in Indonesia. As one of the third biggest brands for tobacco product in 2014 which has 17 sub-brands with different image and targeted customer of each sub-brand, *Gudang Garam* has various taglines for those sub-brands since each sub-brand has their own image as well as their own targeted and segmented customer. For *Gudang Garam* as the main brand, there

are *Gudang Garam Merah*, *Gudang Garam Djaja*, *Gudang Garam Surya*, and *Gudang Garam Surya Pro* as the sub-brands.

In this project, the writer analyzes the language phenomenon of their advertisement taglines as cigarette advertisements must obey a particular rule under PP No. 109 Year 2012 about The Security of Addictive Substance in The Form Tobacco Products for Health.

Under this rule, tobacco product advertisements are not allowed to show cigarette in their advertisements. They are also not allowed to use words or sentences which can provoke people to smoke, such as ‘buying cigarette is a kind of charity’ because the company gives scholarship, or ‘be the champion by smoking’ because the company supports sport championship.

They are not allowed to provoke and advise people to smoke or to consume cigarette. Nevertheless, as a commercial product, cigarette company must use advertisement to promote their products. Since they cannot directly provoke people to smoke through their advertisements, the company commonly chooses tagline that has hidden or implied meaning about their products and the purposes of the advertisement.

The language phenomenon on *Gudang Garam* advertisement taglines is then related to the linguistic study of presupposition and reference because of creating an interesting tagline with hidden or implied meaning, presupposition can be used for representing their product. In addition, reference can be used for representing their targeted customer.

1.2 Scope of the Study

In this project, the writer focuses the study on taglines of 17 *Gudang Garam* sub-brands that contain presupposition and reference.

1.3 Purpose of the Study

The purpose of analyzing the presupposition and reference in advertisement taglines of 17 *Gudang Garam* sub-brands is aimed at:

1. Describing how *Gudang Garam* represents the image of their product through their advertisement taglines by using presupposition.
2. Discussing how *Gudang Garam* represents their targeted customer through their advertisement taglines by using reference.

The study of language phenomenon on *Gudang Garam* advertisement taglines is done to understand the application of presupposition and reference for commercial purposes.

THEORETICAL FRAMEWORK

2.1 Pragmatics

Pragmatics is a part of linguistic study which focuses on the meaning produced by speaker which is then interpreted by listener (Yule, 1996: 3). Generally, pragmatics is related to the study of speaker meaning, the study of contextual meaning, the study of how it is more communicated than is said, and the study of the expression of relative distance. Two of pragmatic studies are presupposition and reference which will be explained more in the following paragraphs.

2.2 Presupposition

Yule defines presupposition as an assumption of speaker before they make an utterance that will influence listener to achieve what speaker's intention (1996: 25). It can also be said that presupposition is the relation between proposition of speaker utterances and proposition of listener has. Thus, presupposition will be understood if both speaker and listener have the same shared knowledge. Yule divides presupposition into six types.

Table I. Potential Presupposition (Yule, 1996: 30)

No	Type	Example	Presupposition
1	Existential	The X	X exists
2	Factive	I regret leaving	I left
3	Non-Factive	He pretended to be happy	He was not happy
4	Lexical	He managed to escape	He tried to escape
5	Structural	When did she die?	She died
6	Counterfactual	If I weren't ill	I am ill

In existential presupposition, the speaker gives information about an existed thing to the listener. Existential presupposition is shown not only by a possessive construction but also by definite noun phrase, for example, 'your car', 'her daughter', 'the dog', and 'the King of Sweden'.

In factive presupposition, the information given by the speaker that comes after a word such as 'know', 'be' with 'aware', or 'realize' can be known as a fact. Thus, the presupposition that is given by the speaker is something really happen.

In non-factive presupposition, the information given by the speaker is not supposed to be true. Thus, presupposition here has an opposite meaning with the speaker's utterance.

In lexical presupposition, the speaker chooses word with its asserted meaning that will be interpreted with presupposition into another non-asserted meaning by the listener. For instance, in the sentence 'He managed to escape', the word 'managed' is interpreted as asserting 'succeeded' and as presupposing 'tried'

so that the sentence becomes ‘He succeeded in escaping’ as asserting, and the sentence becomes ‘He tried to escape’ as presupposing.

In structural presupposition, the speaker gives information by using a certain sentence structure that a part of the sentence is assumed to be true and the listener accepts it as true. For example, in the *wh*-question structure, the information given inside this construction is known as true by the speaker and the listener.

In counterfactual presupposition, the presupposition that is given by the speaker is not only wrong but also opposite or contrary with the fact. For example, the sentence ‘If I had much money I would buy this house’ presupposes that the speaker does not have much money now and he/she is not able to buy the house.

2.3 Reference

According to 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). Both the speaker and the listener should have collaboration in thinking what other has in mind or having same shared knowledge to understand the reference. In showing reference, the speaker uses some linguistic forms that are called ‘referring expressions’. There are three referring expressions that are defined by Yule (1996: 17), they are proper nouns, noun phrases, and pronouns.

1. Proper noun is used to refer to something which its exact name represents the exact thing. For instance, ‘Shakespeare’, ‘Indonesia’, ‘tomato’. Sometimes proper name is not always referring to an exact referent. A pragmatic

connection between the proper name and the object is associated in one community that the proper name has another referent which is accepted by the community. For example, the name 'Shakespeare' can probably refer to an artist, a book, a writer, etc.

2. Noun phrase can be definite and indefinite. An indefinite noun phrase has three possibilities to identify referent. It can identify an existence entity physically, it can identify an entity should exist, or it can identify an entity does not physically exist.
3. Pronoun is a word which represents something and it is usually pointing to a thing such as 'he', 'your', 'them', or 'it'.

Reference can be placed in the initial position as anaphora or in the final position as cataphora. Most speakers use indefinite noun so that the following utterance will be definite noun as a clarifier of the indefinite noun. The initial expression which is indefinite noun as referring expression is called antecedent, while second expression which is definite noun is called anaphor. Anaphoric reference is a process of continuing identification exactly the same entity as denoted by the antecedent (Yule, 1996: 23). When definite noun is said first and indefinite noun is said after it to describe the definite noun, it is called cataphora. However, this type is not common to be used because it is difficult to interpret it before the complete following utterance is said.

METHODOLOGY

3.1 Research Design

The writer applies a descriptive approach in this research as she describes how *Gudang Garam* represents the image of their products through their advertisements' taglines by using presupposition and how *Gudang Garam* represents their targeted customers through their advertisements' taglines by using reference. The writer also applies qualitative approach since the data are in the form of written text. It is suitable for this research as Polkinghorne stated that, "Qualitative method relies on linguistics rather than numerical data, and employing meaning-based rather than statistical forms of data analysis." (Elliot, R. and Timulak, L., 2005: 147). Thus, this project applies a descriptive qualitative method.

3.2 Data

The data are taken from 17 (seventeen) *Gudang Garam* sub-brands with 29 (twenty nine) *Gudang Garam* advertisements' taglines as the total population. The sample is taken by using purposive sampling technique for choosing taglines that contain presupposition and reference. Using purposive sampling technique, the data are not taken based on level, random or area but they are taken based on

certain purpose because there is limited time, resources, or fund (Arikunto, 2010: 183).

3.3 Method of Collecting Data

The writer uses documentation method to collect the data since the data are in the form of written text, picture, or masterwork from someone that are the past event record. The data, which are *Gudang Garam* advertisements' taglines, are downloaded from Wikiquote website on November 14, 2014.

3.4 Method of Analyzing Data

To analyze the data, the writer uses *agih* method or distributional method. Under this method, the data are analyzed by using an instrument which is always as a part of its researched language such as word, syntactical function, or clause. This method has two techniques; one is the basic technique the other one is the sub-technique. In the basic technique, the writer sorts out a certain word of language based on its immediate element as Immediate Divide Element Technique (*BUL/ Bagi Unsur Langsung*).

Then, the writer uses two sub-techniques which are *lesap* sub-technique and substitution sub-technique. In *lesap* sub-technique, the writer eliminates a word in the researched language to know the impact of the meaning after the elimination. In substitution sub-technique, the writer observes the language by substituting a word outside the researched language to know the impact of meaning after substitution.

DISCUSSION

4.1 Presupposition and Image of Product

The result shows that the type of presupposition which is mostly used in *Gudang Garam* sub-brands is existential presupposition since there are 42% of the total potential presuppositions in *Gudang Garam* taglines contain existential presupposition. From the total 29 (twenty nine) data of taglines, 19 (nineteen) taglines are stated as potential presupposition.

**Table II. Percentage of Types of Presupposition
in *Gudang Garam* Sub-brands Taglines**

Types of Presupposition	Amount of taglines	Percentage
Existential	8	42%
Factive	4	21%
Lexical	6	32%
Structural	1	5%
Non-factive	0	0%
Counterfactual	0	0%
Total	19	100%

There are 5 (five) *Gudang Garam* sub-brands with 8 (eight) taglines that contain existential presupposition which are *Gudang Garam Djaja*, *Gudang Garam Merah*, *Gudang Garam Surya Pro*, *Gudang Garam Surya Pro Mild*, and *Gudang Garam Taman Sriwedari*. There are 2 (two) sub-brands with 4 (four) taglines that contain factive presupposition which are *Gudang Garam Djaja* and *Gudang Garam Nusa*. Besides, there are 6 (six) sub-brands with 6 (six) taglines

that contain lexical presupposition which are *Gudang Garam International*, *Gudang Garam Djaja*, *Gudang Garam Merah*, *Gudang Garam Surya 12*, *Gudang Garam Surya Exclusive*, and *Gudang Garam Nusantara*. Then, only one sub-brand tagline contains structural presupposition which is *Gudang Garam Surya 12*. There is no tagline that contains non-factive presupposition and counterfactual presupposition in *Gudang Garam* advertisement.

The image of product in *Gudang Garam* sub-brands which contain existential presupposition in the taglines shows the existence of *Gudang Garam* sub-brands product. One example of taglines that contains existential presupposition is ‘*GUDANG GARAM DJAJA, DJAJA Di Kondangan DJAJA Di Lapangan*’ (*Gudang Garam Djaja*). This tagline has ‘*DJAJA*’ word that is used repeatedly on the second part of the tagline. In this tagline, the word ‘*DJAJA*’ in Indonesia (*Jaya*) can represent both the sub-brand name and the meaning of glory. It means that *Gudang Garam Djaja* wants to represent their product existence and their glorious product to their targeted customers. Thus, these sub-brands which contain existential presupposition either rebuild the image of product existence deeper or show their continuity of product existence to the targeted customers.

Then, the image of product in the taglines with factive presupposition shows more about the fact of the quality in *Gudang Garam* sub-brands. For instance, ‘*GUDANG GARAM NUSA, Totalitas Sebuah Kualitas*’ (*Gudang Garam Nusa*), and ‘*GUDANG GARAM DJAJA, Bener Nikmatnya*’ (*Gudang Garam Djaja*).

In the first tagline, '*Totalitas Sebuah Kualitas*' means the totality of quality. It is also referred to *Gudang Garam Nusa* in the first part of tagline. This sub-brand wants to show the fact that in producing *Gudang Garam Nusa* cigarette, there is totality to make the best quality of cigarette. The second tagline also shows that the second part '*Bener Nikmatnya*' also refers to *Gudang Garam Djaja* in the first part of the tagline. This sub-brand wants to show the fact that *Gudang Garam Djaja* has quality of satisfaction on their cigarette.

The image of product in the taglines with lexical presupposition has both quality image and specific image of the targeted customers, for example, '*GUDANG GARAM DJAJA, Di Kantong Pas Di Hati Puas*' (*Gudang Garam Djaja*). It shows that this sub-brand has image of not expensive cigarette that people in the middle class or low rate income are still able to buy, but the quality is still good and it is still able to make them satisfied.

The one that has different specific image of the targeted customers and quality image is '*GUDANG GARAM INTERNATIONAL, Pria Punya Selera*' (*Gudang Garam International*). This sub-brand does not show the quality directly in this tagline but they encourage the quality image to their customers' opinion that if they are real man, they will know how good quality of *Gudang Garam International* cigarette. It shows that the specific image of the targeted customers is for a man who has high standard to the quality of cigarette.

The tagline with structural presupposition is '*GUDANG GARAM SURYA 12, Taklukkan Tantanganmu*' (*Gudang Garam Surya 12*). This tagline has imperative structure in the second part of the tagline which '*Taklukkan*

Tantanganmu' means the targeted customers are asked to conquer their challenge. The true part of this imperative sentence is the challenge. It shows indirectly that this sub-brand challenges the targeted customers to be brave enough to take a risk of their life to consume this cigarette. Thus, this sub-brand wants to build the image of product that is manliness, bravery, and this product is worth enough to accompany the targeted customers who want to take the challenge.

4.2 Reference and Targeted Customer

The writer found that 40% of the total taglines which has reference containing pronoun as referring expression for the targeted customers. From 29 (twenty nine) data of taglines, there are 13 (thirteen) taglines that contain reference and 2 (two) of them have double reference.

**Table III. Percentage of Referring Expression
in *Gudang Garam* Sub-brands Taglines**

Referring Expression	Amount in taglines	Percentage
Proper noun	5	33%
Noun phrase	4	27%
Pronoun	6	40%
Total	15	100%

There are 4 (four) sub-brands that contain proper noun as referring expression which are *Gudang Garam Djaja*, *Gudang Garam Surya Pro*, *Gudang Garam Surya Pro Mild*, and *Gudang Garam Taman Sriwedari*. Then, there are 2 (two) *Gudang Garam* sub-brands that contain noun phrase as referring expression which are *Gudang Garam Merah* and *Gudang Garam Surya 12*. Besides, 4 (four)

sub-brands that contain pronoun as referring expression are *Gudang Garam International*, *Gudang Garam Merah*, *Gudang Garam Surya 12*, and *Gudang Garam Halim*.

Based on the data above, all proper nouns as referring expressions in the taglines refer to the sub-brands name even though it does not show directly. For instance, '*GUDANG GARAM TAMAN SRIWEDARI, Kopi Disruput Sri Dhirup*' (*Gudang Garam Sriwedari*), there is a repetition '*Sri*' in the second part of the tagline. The word '*Sri*' refers to sub-brand name of *Gudang Garam Taman Sriwedari* as its nickname. If we do not include the first part which is the sub-brand name, then '*Sri*' in Indonesia society is name of person. Then, it will make ambiguity that the targeted costumers will not understand what the message is. It is not difficult to figure out that this proper noun means to be the sub-brand name if the both parts of the tagline are complete. Thus, proper nouns as referring expression in taglines do not represent the targeted customer at all but it represents their sub-brands name.

For noun phrase as referring expression, Peregrin (2000: 270) stated that Russell theory of reference shows definite singular noun that is not proper noun can refer to specific noun. The writer found this kind of noun phrase in the tagline '*Coba Merah TJAP GUDANG GARAM MERAH. Meriah, Euy.*' (*Gudang Garam Merah*). The word '*merah*' which means 'the red' in the beginning of the tagline does not refer to the common color but it refers to sub-brand name of *Gudang Garam Merah*. Thus, noun phrase in this tagline does not refer to the targeted customers but it refers to the sub-brand name.

Whereas the tagline '*GUDANG GARAM SURYA 12, Selera Pemberani*' (*Gudang Garam Surya 12*) has noun phrase as referring expression that is '*pemberani*' which means 'the daredevil'. This noun phrase refers to the targeted customers who have bravery. The message of bravery here is related to the risk of cigarette consumption. Thus, this sub-brand directly targets only brave customers for their product.

Pronoun as referring expression that is used in the taglines refers to the targeted customers. The sub-brands show the targeted customers either specifically or generally, for example, '*GUDANG GARAM MERAH, Nyalakan Merahmu*' (*Gudang Garam Merah*). Pronoun '*mu*' in English 'your' shows that it points directly to the targeted customers. This pronoun refers to general people because no specific character explains in the tagline after pronoun '*mu*'. There is also pronoun that shows the specific targeted customers which is in '*GUDANG GARAM MERAH, Kreteknya Lelaki*' (*Gudang Garam Merah*). The word '*lelaki*' or 'man' in the tagline is pointing to specific gender for the targeted customer which is male.

CONCLUSION

Based on the data analysis result in the previous chapter, the writer gets four findings as follows.

1. There are 19 (nineteen) taglines of *Gudang Garam* advertisements containing four types of presupposition, they are existential presupposition, factive presupposition, lexical presupposition, and structural presupposition, while there is no tagline containing non-factive presupposition and counterfactual presupposition. The existential presupposition is mostly used in *Gudang Garam* advertisements' taglines because it is easier to introduce the new sub-brands by using short sentence and repeating the sub-brands name in the tagline so that customers get accustomed with the product existence.
2. The images of product that are shown in *Gudang Garam* advertisements' taglines by using presupposition are the image of product existence, the image of product quality, and the image of specific targeted costumers. The existential presupposition represents the image of product existence, whereas the image of product quality is represented by factive and lexical presupposition, and the image of specific targeted customers is represented by lexical and structural presupposition.
3. There are 3 (three) referring expressions that are used in *Gudang Garam* advertisements' taglines, they are proper noun, noun phrase, and pronoun.

Pronoun is mostly used in *Gudang Garam* advertisements' taglines because it directly points the targeted customers than proper noun and noun phrase since it automatically points everyone who reads the tagline.

4. Referring expressions that are used in *Gudang Garam* advertisements' taglines differently represent the targeted costumers. Proper noun refers to the sub-brands name, noun phrase refers to the sub-brands name and the specific targeted customers, and pronoun refers to the specific and general targeted costumers.

From four findings above, the writer concludes that presupposition and reference are able to be an alternative promotional strategy for representing the image of product and the targeted customers in *Gudang Garam* cigarette's commercial purposes because they are more practical and effective to deliver the message in promotion than using video or picture since there is strict rule on it. It is done by *Gudang Garam* cigarette advertisements since they cannot provoke people directly to consume cigarette or show cigarette in their advertisements. As the majority of tagline analysis result, *Gudang Garam* advertisement shows more the image of product existence by using the existential presupposition and they target specific or general customers by using pronoun as reference in their taglines.

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APPENDIX

Daftar slogan iklan

- Rokok
1. "GUDANG GARAM INTERNATIONAL, Pria Punya Selera" (Gudang Garam International) (1980-sekarang)
 2. "GUDANG GARAM DJAJA, Bener Nikmatnya" (Gudang Garam Djaja)
 3. "GUDANG GARAM DJAJA, DJAJA Di Kondangan DJAJA Di Lapangan" (Gudang Garam Djaja)
 4. "GUDANG GARAM DJAJA, Sekali Jaya Tetap DJAJA" (Gudang Garam Djaja)
 5. "GUDANG GARAM DJAJA, Di Kantong Pas Di Hati Puas (Gudang Garam Djaja)
 6. "GUDANG GARAM DJAJA, Selalu Ada Nikmatnya" (Gudang Garam Djaja)
 7. "GUDANG GARAM MERAH, Kreteknya Lelaki" (Gudang Garam Merah) (1991-2002)
 8. "Coba Merah TJAP GUDANG GARAM MERAH Meriah Euy" (Gudang Garam Merah) (2002-2004)
 9. "Buktikan Merahmu GUDANG GARAM MERAH" (Gudang Garam Merah) (2005-2007)
 10. "GUDANG GARAM MERAH, Nyalakan Merahmu" (Gudang Garam Merah) (2008-2010 dan 2014-sekarang)
 11. "Beginilah Kualitas GUDANG GARAM MERAH" (Gudang Garam Merah) (2011-2013)
 12. "GUDANG GARAM SURYA, Drive For Success" (Gudang Garam Surya) (2012-2013)
 13. "GUDANG GARAM SURYA, Rise and Shine" (Gudang Garam Surya) (2013-sekarang)
 14. "GUDANG GARAM SURYA 12, Selera Pemberani" (Gudang Garam Surya 12) (1980-2010)
 15. "GUDANG GARAM SURYA 12, Taklukkan Tantanganmu" (Gudang Garam Surya 12) (2010-2011)
 16. "GUDANG GARAM SURYA 16, Citra Eksklusif" (Gudang Garam Surya 16) (1980-2011)
 17. "GUDANG GARAM SURYA EXCLUSIVE, Perfection Redefined" (Gudang Garam Surya Exclusive)
 18. "GUDANG GARAM SURYA PRO, Ini Baru Pro" (Gudang Garam Surya Pro)
 19. "GUDANG GARAM SURYA PRO MILD, Mild Yet Strong" (Gudang Garam Surya Pro Mild)

20. "GUDANG GARAM SURYA SLIMS, Santai Saja" (Gudang Garam Surya Slims) (2007-2010)
21. "GUDANG GARAM SURYA SLIMS, Perubahan Itu Perlu" (Gudang Garam Surya Slims) (2010-2011)
22. "Escape The Ordinary GUDANG GARAM SURYA SLIMS" (Gudang Garam Surya Slims) (2011-sekarang)
23. "GUDANG GARAM NUSANTARA, Begini Seharusnya Mild!" (Gudang Garam Nusantara)
24. "GUDANG GARAM SURYA SIGNATURE, Satu Kenikmatan Absolut" (Gudang Garam Surya Signature)
25. "GUDANG GARAM SIGNATURE, Committed To Greatness" (Gudang Garam Signature)
26. "GG MILD, Break The Limit" (GG Mild)
27. "GUDANG GARAM NUSA, Totalitas Sebuah Kualitas" (Gudang Garam Nusa)
28. "GUDANG GARAM TAMAN SRIWEDARI, Kopi Disruput Sri Dhirup" (Gudang Garam Taman Sriwedari)
29. "GUDANG GARAM HALIM, Putihnya Indonesia" (Gudang Garam Halim)