

CHAPTER I

INTRODUCTION

This introduction chapter presents background, statement of problems, research objectives, research significance definition of key terms and organization of paper. They will be explained as listed as below:

1.1 Background

People need to communicate to each other. As social beings, people cannot live in isolation. According to Trenholm and Jensen (in Wiryanto 2004: 6-7), “*Communication is a process by which a source transmits a message to a receiver through some channels*”. In addition, another definition is from Rogers and Kincaid (1981: 32) who state that, “*Communication is a process whereby two or more persons form or make mutual information about each other, which on mutual benefit of mutual understanding*”. Human interaction can affect each other, whether intentionally or unintentionally and not limited to verbal communication forms, and also in terms of facial expressions, artistic and technological depictions.

Based on the Oxford Advanced Learner’s Dictionary communication is an activity or process of expressing ideas or thoughts and feelings or provides information to others. Communication is the spearhead of success in the delivery of information. If the speakers successfully convey his utterance clearly and understood by the hearer, then the communication is considered passed.

However, when the communication process between the speaker and the addressee takes place, sometimes the speaker assumption is implicit and confusing. Thus, the listeners are not able to identify certain information from the speaker. To

understand the utterances of the speaker, the listener must consider the context in which the speaker uses the utterances (Aditya, 2014: 2). Communication is needed to convey message to other people. In communication we also need a device to do this process and this device is language. Every single person has message that her/his needs to convey to other people, this is the reason of each community which is formed by the use of language.

According to Bloomfield (1934: 21) language is the same no matter what system of writing may be used to record it, just as a person is the same no matter how you taken her/his picture. Language is a tool to send messages from speaker to hearer and to deliver information. By the use of language we can create a wonderful communication with many expectations that can we create also. Language makes communication more interesting, every people become more active in communication because they can demonstrate their feel by saying words, either by speech or writing. In communication many mistake can occurs especially in understanding of meaning. Many people realize mistaken in communication because the hearer cannot capture the meaning of statement from the speaker, usually the hearer has many assumptions based on statement that speaker as the source of information.

Linguistics as a language study has various branches. These branches are Phonology, Morphology, Syntax, and Pragmatics. Phonology, Morphology, Syntax, and Semantics study the structure of language internally, which are related to elements of parts in language. Semantics and Pragmatics have similarities, namely branches of linguistics which examine the meanings of unit languages. However, among the two branches of linguistics have differences, Semantics is defined as the study of word meaning and sentence meaning without any relation to context (internal), while Pragmatics is the study of utterance meaning, sentence which is used in communication (external). Here are the examples of the use of the word *smart*, *diligent*, and *like*.

- a. Because of being *smart*, Intan is greeted by her friends.
- b. *Diligent* student is liked by their friends.
- c. Teachers really *like* students who are diligent and smart.

The word “*smart*” in first sentence internally means “clever” or “proficient”. The word “*diligent*” in second sentence is actually “like to work” or “like to learn”. The word “*like*” in third sentence internally means “love”. The words “clever” or “proficient”, but vice versa, are “stupid”. The word “like to work” or “like to learn” have the opposite, which is “lazy”. Likewise, the word “love” actually means “not loving”.

From the description above the meaning involved in the branch of semantic language which means free of contradiction, while the branch of meaning that is involved in the branch of pragmatic language is meaning that is related to the context (Purwo, 1990: 16). Even though pragmatics and semantics have different concept to interpreting meaning in communication both of them have same focus in general to analysis of speaker intention to hearer. In delivering message or information from speaker to hearer many possibility mistakes occurred, the information that speaker intend to hearer may be different that will make many interpretation from the hearer according the speaker statement.

Pragmatics have four specific studies or field studies. According to Musabihah (20015: 13) four specific studies are namely Deixis, Implicature, Inference, and Presupposition. First, Deixis is a word or phrase that points to words, phrases, or expressions that have been used or will be given. A word is said to be deixis if the referent moves or alternates, depending on who is the speaker and depends on the time and place where the word is spoken. Second, Implicature is the meaning or message implied in oral expressions or written discourse. Third, Inference is a process that must be carried out by listeners or readers to understand meaning literally not in the discourse expressed by the speaker or author, namely by making conclusions based on the

expressions and context of their use. Fourth, Presupposition, something the speaker assumes to be the case prior to making an utterance.

In semantics concept presupposition positioned as the utterance that produce by speaker to hearer on the truth and falsehood proposition, (Adisutrisno, 2008:78) Semantics is the study of meaning. The study of semantics includes the concept of words which are lying in the human brain as the source of the ideas to be communicated, sentence and utterance. Semantics presupposition are part of the encoded meanings of specific words and constructions, called presupposition *triggers*. Semantic accounts are potentially compatible with pragmatics ones, in the sense that using a presupposition triggers is an excellent way to achieve the speaker action of presupposing. However, the semantic view at least allows for the possibility that a speaker's utterance could presuppose a proposition p (as a matter of convention) even as that speaker did not intend to presuppose p , whereas that is impossible in an account founded entirely on speaker intentions.

In pragmatics concept learning presupposition is an appeal to the idea that the speaker assumes certain information is already known by their listener. Because is treated as known, such information will generally not be state and consequently will count as part of what is communicated but not said (Yule, 1994:25). In other source Presuppositions are something like the background beliefs of the speaker propositions whose truth he takes for granted, or seems to take for granted, in making his statement (Stalnaker, 1974). In this research, the writer decides to write and research about presupposition in pragmatics.

After exploring the semantics and pragmatics concept of presupposition, presuppositions are "*the result of complex interactions between semantics and pragmatics*" (Levinson, 1983:225) as shown in Figure 1.

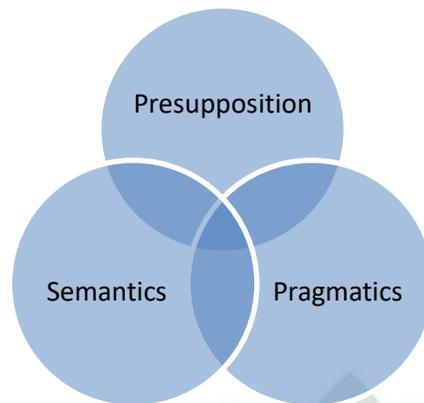


Figure 1 The Concept of Presupposition as The Result of The Interaction between Semantics and Pragmatic.

A presupposition is something the speaker assumes to be the case prior to making an utterance (Yule, 1996: 25). The presupposition is talking about the assumptions that may accompany statements. Many statements that said by speaker have ambiguity in meaning. For example “*Intan’s cat is cute*” this statement can meaning *Intan has cat*, *Intan’s cat is white*, *Intan cherish a cat*. This research classified the presupposition into three major types: existential (definite descriptions of noun phrase and definite description of possessive expression); lexical (factive verbs, change of state verbs, counterfactual verbs, conventional items and iteratives); and structural (Wh-questions, and counterfactual conditionals) to explain the meaning of presupposition triggers the writer takes some data from Awkarin’s Instagram caption.

Many presuppositions can be made by uttering one statement. Yule (1996: 26) said many discussions of the concept; presupposition is treated as a relationship between two propositions. Leech in (Adisutrisno, 2008: 77) said semantics and pragmatics presupposition are two kinds of presupposition are cortex free. They are relation of proposition and concern truth and falsehood of proposition.

The writer consider learning presupposing has many benefit, through learning presupposition we can get more information in learning boarded language interpretation and to find more understanding about presupposition. The writer chooses

The Indonesian Instagram Artist named “Awkarin” to analyze the presupposition found on her Instagram caption.

Caption is some sentences for clarifying the photos which are usually used to interact what users’ intention. On Instagram, caption turns into extensive thing because the users want to render information or messages about what user’s feeling and doing, through caption the users try to communicate with others. In this research caption plays a role as speaker’s utterance and reader is hearer.

The writer chooses her caption because the caption contains about motivational word, her feeling, etc. It’s usually used many utterances that have ambiguous meaning. There are many utterances including the presupposition. The writer would like to present the reason chooses this caption as the object of the study. Based on explanation above, Therefore the writer interested in conducting analysis in the research entitled “*Presupposition in Awkarin’s Instagram Caption*”.

As consideration for conducting this research, the writer uses several studies that conducted by other students. The writer found some research that has same focus and method in research as the source in this research. This previous research also has their own specification related to the subject and the object of the research. In order to help the writer conduct this research, the writers read this previous research as the example and literally review.

The research entitled “*An Analysis of Existential Presupposition of Uniform Justice Novel by Donna Leon*”. This research is the graduating paper of English department student of STAIN Salatiga by Tyas who graduated on 2013. On her graduating paper, she analyzed the presupposition from the dialogue taken from the *Uniform Justice* Novel. Her research focused on the kinds of existential presupposition used in the *Uniform Justice* Novel. To analyze her research, she used a descriptive qualitative research and took the primary data sources from the dialogues among all of the characters taken from *Uniform Justice* Novel. In her research she

found many utterances that include in the kinds of existential presupposition. In the research she found the 30 direct speech utterances that included in existential presupposition, she also analyze the intrinsic elements that convey in the novel and the complication in the existential presupposition as they are in the *Uniform Justice* novel.

The second research is the graduating paper of English department student of STAIN Salatiga by Marzuqoh entitled "*The Descriptive Analysis Of Presupposition In The "The Trial Of Cate McCall"*". On the research, she used same theory with the writer. Results of the analysis are presented descriptively with regard to the meaning presupposition pragmatics context can be revealed. In addition the researcher finds out that from 63 data, there are 44 existential presuppositions, 10 structural presuppositions, 3 factive presuppositions, 1 non factive presupposition, 3 lexical presuppositions, and 2 counterfactual presuppositions.

The other research about presupposition also conducted by Ricco entitled "*An Analysis of Presupposition Used in Novel Harry potter And the DeathlyHallows*" who are graduated from State University of Padang (FBS). To collecting data, the researches only used non-participant observation, on their research also focused in the utterance in the novel as the primary data of the research, but they doesn't use entirety of utterance in the novel. They took 50 utterances as the sample of the data analysis because they just research about the type of presupposition that often used in "*Harry potter And the Deathly Hallows*" novel. Based on their research they can conclude that in the "*Harry potter And the Deathly Hallows*" novel, the presupposition that most often raised is structural presupposition. As the data result, they presented the data as follows 5 lexical presuppositions, 12 existential presuppositions, 14 structural presuppositions, 11 factive presuppositions, and counterfactual presupposition.

From three graduating paper that writer used for references in this research it can conclude that any some differences between those research and the writer research, such as the first graduating paper by Tyas in her graduating paper she just analyzed

about existential presupposition does not analyze the types of presupposition, she also analyzed the intrinsic elements conveyed in the Uniform Justice novel different from this research where the writer just focus on the types of presupposition that can found in Instagram caption and analyze the meaning of each presupposition triggers in it.

In the second and third graduating paper the writer found that the two graduating paper is only analyze about what are presupposition that can found in the object that they used in their analysis where two of them used movie and novel as the object of the research. Both of them only focus on the types of presupposition without analyze the meaning of each presupposition one by one. But from their research writer is able to understand more about the techniques of collecting data. Both of the researches used note-taking as the method of collecting data also will be used by the writer when watching movie beside analyze the movie script.

1.2 Statement of Problems

This research is conducted to find the presupposition that reflected in Awkarin's Instagram caption. The writer finds some problems of the statement as follows:

1. What the presupposition triggers are found in Awkarin's Instagram caption?
2. What the functions of presupposition triggers are found in Awkarin's Instagram caption?

1.3 Research Objectives

Based on the statement of the problem above, the writer has a purpose in this research as follows:

1. To classify and analyze the presupposition triggers found in Awkarin's Instagram caption.

2. To indicate the functions of presupposition triggers found in Awkarin's Instagram caption.

1.4 Research Significance

In research significance, there are two focuses significance from this research. They are theoretically and practically. The two will be explained below:

This research theoretically gives contributions to enlarge the knowledge about presupposition, which is hoped that after analyze and read this research the reader will more understand about presupposition. After read this research, it will motivate the reader to identify or even to make her/his own research about presupposition. The research also can be used as the authentic material to presupposition.

This research practically gives clear explanation about presupposition in Awkarin's Instagram caption. Besides analyzes the presupposition this research also analyzes about pragmatics. Many things can be happen in communication especially when the speaker make a statement that has implicit meaning, because of that study about linguistics is needed to convey the people in communication, so the information that want speaker send to hearer can received without mistake.

This study also develops the lecturer's insight by dealing with presupposition in English Literature. The theories of presupposition in this research hoped to be reference to study presupposition pragmatics, semantics and others.

Many research about linguistics that done in English Department such as pragmatics and semantics. In learning process especially English, learning linguistics research are needed. As the example, when a student came late to the class and the teacher said "*What time is it...?*" in this situation teacher does not

exactly ask to student about the time, but the teacher ask about the reason student came late. From this simple example we can conclude that every an utterance does not always should be implied in literally meaning and it is the reason linguistics research is needed.

Linguistics is needed to analyze about the speaker meaning and for practice, applying linguistics is to increase the student's success in doing assignment that used language as the main part. Many branch in linguistics, does not limited the study of meaning but for this research the writer want to focus on the speaker meaning especially in the presupposition and expected the result of the study can improve the understanding about presupposition and add the example of presupposition as the material in learning presupposition.

1.5 Definition of Key Terms

There some key terms in this research. They are Awkarin, Instagram Caption, Presupposition, Presupposition Triggers and Utterance. The purpose of writing definition of key terms is the writer wants to explain the meaning some terms to avoid misunderstanding. Some key terms are defined as listed below:

1. Awkarin

Awkarin is one of famous *Selebgram*, Influencer, Model, and Young Entrepreneur in Indonesia that many teenagers like. She becomes famous because of a series of controversies she had ever done. However, a few years later she succeeded in changing her image. She used to own many haters, now she finally has many fans and becomes influencer because her successfulness.