CHAPTER I

INTRODUCTION

This chapter serves as the foundation of the research, offering a comprehensive overview of the study. It introduces the background of the research topic, highlight the key research questions that the study aims to answer, outline the research objectives to guide the investigation, discuss the significance of the study, and provide clear definitions of key terms to ensure clarity throughout the research process

1.1 Research Background

Vlog (video blog) is one of the popular forms of digital media today. Vlog not only serves as a means of entertainment but also as a platform to share information and build communication with audiences. According to the Cambridge Dictionary (n.d.), a vlog, or a video blog, is a record of your thoughts, opinions, or experiences that you film and publish on the internet. Millions of people worldwide now consume vlogs as a popular form of content. Vlogs allow people to share information and stories online in the form of videos, reaching a wider audience around the world. Ramadani & Dia (2023) also state that vlogs offer an intriguing and effective way to share experiences, opinions, and knowledge through online videos. This format allows for engaging visual storytelling, making it different from text-based blogs. Social media platforms like YouTube, Vimeo, and others typically host vlogs for a global audience. Vlogs typically cover a wide range of topics, including travel, food, sports, and daily life, depending on the creator's preferences.

Lando Norris is one of the popular vlog creators nowadays. Lando Norris is a Formula 1 driver and a representation of the younger generation of athletes who are also social media influencers. Formula 1 is the highest class of single-seater car racing and is very popular among motorsport fans today. His channel not only focuses on racing but also includes daily life and collaborations with other content creators. Lando Norris has played an important role in popularizing motorsports, especially Formula 1, among the younger generation and has successfully

influenced the sports industry, as well as having a positive impact on the mental health of his fans. Overall, Lando Norris' YouTube channel has become an inspiring example for other athletes and content creators and can motivate his audience.

In vlogs, especially those by Lando Norris, which have a wide audience, listeners or viewers often bring their own assumptions or presumptions about the conversations. When the speaker conveys a message, there are many chances for misunderstandings or mistakes to arise, leading to varying interpretations of the information by the audience. This is particularly relevant in monologues, a key element in vlogs. Norris frequently relies on implicit assumptions, expecting his audience to share certain background knowledge or understanding. These assumptions influence how he presents information. By analyzing these assumptions, we can better understand how viewers interpret and engage with the content and how these implicit assumptions shape their overall perception of the vlog.

In pragmatics, this assumption is known as a presupposition. Presupposition refers to an unstated assumption or background belief that is assumed to be true in a conversation. It can be present in both verbal and non-verbal communication, not just in everyday talks but also in movie dialogues. Levinson (1983) defines presupposition as the relationship between propositions, where one proposition is assumed to be true as a background belief, and the other is based on it. These background assumptions are accepted by both the speaker and listener, even if not explicitly stated. For example, in "John stopped smoking," the presupposition is that "John used to smoke." Unlike assertions, presuppositions remain true even if the main statement is negated. Presupposition is something that is assumed by the speaker before the speaker produces an utterance (Yule, 1996). Yule stated that a presupposition is a basic assumption that both the speaker and the listener assume to know or agree upon before uttering a sentence. It is like an invisible foundation that supports the meaning of the sentence. To put it another way, presupposition refers to information that the listener perceives as ingrained in their mind, requiring no explicit statement. For instance, the sentence "When will you return my book?" assumes that the listener has borrowed the book from the speaker. Otherwise, the question would lack a clear meaning.

Numerous studies have analyzed presuppositions in monologues across various contexts. Ariyanti et al. (2020) examined presupposition and entailment in Greta Thunberg's speech at the UN Climate Action Summit 2019, aiming to understand their use and contribution to the speech's overall meaning. Their findings revealed that existential presupposition was the most frequently occurring type, strategically used to maintain audience focus and emphasize key points.

Similarly, Saputra et al. (2021) analyzed presuppositions in Barack Obama's speech at the Islamic Society of Baltimore. Using a descriptive qualitative method, they found that existential presupposition was the most dominant type, while lexical presupposition was the least common. The speech's emphasis on descriptive information, real facts, and assurances aimed at the American Muslim minority contributed to the prevalence of existential presuppositions.

Expanding beyond political speeches, Ramadhani and Dia (2023) conducted research on existential presuppositions in Raffi Ahmad and Nagita Slavina's vlogs on the RANS Entertainment YouTube channel. They found twenty existential presuppositions in four vlogs using a documentation study and descriptive analysis. This shows that presuppositions are useful in digital media.

While these studies highlight the role of presuppositions in speeches and digital content, research on them within vlogs, particularly in the context of international public figures, remains limited. Existing studies have predominantly focused on political discourse and local vloggers, leaving a gap in analyzing presuppositional use in informal yet influential digital communication, such as Lando Norris' vlogs. This study seeks to address this gap by examining the types and functions of presuppositions in Norris' vlogs, contributing to a broader understanding of how linguistic presuppositions shape communication in online media.

To gain a deeper understanding of presupposition, this research aims to analyze Lando Norris' vlogs, as the use of everyday conversation on the vlog allows for the emergence of presupposition. For that reason, this research is titled "Presupposition in Lando Norris' Vlogs on His Official YouTube Channel." Despite the frequent use of vlogs for information, entertainment, and personal

perspectives, there exists a void in comprehending the role of presupposition in shaping the audience's interpretation of the content. Therefore, it is important to explore how these elements function in vlogs, how they influence the way audiences understand and respond to content, and how vloggers can utilize this understanding to improve their communication effectiveness.

1.2   Research Question

Based on the research background, this research has identified two key questions that guide this study, aiming to address critical aspects of the topic and drive meaningful insights. The following questions are:

1. What types of presuppositions are found in Lando Norris' Vlogs on His Official YouTube Channel?
2. What are the functions of presupposition on Lando Norris' Vlogs on His Official YouTube Channel?

1.3   Research Objectives

Building on the formulation of the research questions, the purpose of this study is to explore and uncover key insights that address the core issues, contributing valuable knowledge to the field.

1. To find out the types of presupposition found in Lando Norris' vlogs on His official YouTube channel.
2. To find out the functions of presupposition in Lando Norris' vlogs on His official YouTube channel.

1.4   Research Significance

The researcher anticipates that the results of this study provide valuable contributions both theoretically and practically.

1. Theoretically, this study aims to deepen the understanding of linguistics and pragmatics, particularly the concept of presupposition, for students of English Literature and scholars in related fields. By examining presupposition in detail, the research contributes to the development of presupposition theory and provides a foundation for future studies. It serves as a resource for further research and expands on existing

theoretical knowledge, encouraging new directions for scholarly exploration. Ultimately, this study aims to enhance academic discourse in the fields of linguistics and pragmatics, inspiring further inquiry and critical thinking.

2. Practically, this study provides valuable insights for analyzing presupposition in everyday conversations, helping readers understand the unspoken assumptions that shape communication. The findings are expected to serve as an empirical reference for future researchers, offering examples and theoretical perspectives for further study. This research is useful for scholars, educators, and students interested in how presupposition operates in both verbal and non-verbal communication. The researcher hopes the study will inspire further development in linguistic studies, particularly in pragmatics, and encourage new approaches to understanding the role of presupposition in communication and interpretation across different social and cultural contexts.

1.5   Definition of Key Term

There are some key terms in this research. The purpose of defining these key terms is to clarify their meanings and prevent any potential misunderstandings. The definitions of the key terms are provided below:

1. Pragmatics

Pragmatics is the study of language use in context, including how people use language to achieve their goals in interaction (Levinson, 1983).

2. Presupposition

Presupposition is something the speaker assumes to be true before making an utterance (Yule,1996).

3. Vlog

A video blog: a record of your thoughts, opinions, or experiences that you film and publish on the internet. (Cambridge Dictionary, n.d).

4. Lando Norris

Formula 1 driver, vlogger, and a prominent social media influencer.