PRESUPPOSITIONS IN GREEN CAMPAIGN STICKERS ISSUED BY INTERNATIONAL ASSOCIATION OF STUDENTS IN AGRICULTURE AND RELATED SCIENCES OF UNIVERSITAS BRAWIJAYA

THESIS

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ABSTRACT

Alfani, Fahmi Reza. 2014. **Presupposition in Green Campaign Stickers Issued by International Association of Students in Agriculture and Related Sciences of Universitas Brawijaya**. Study Program of English, Universitas Brawijaya. Supervisor: Iis Nur Rodliyah; Co-supervisor: Tantri Refa Indhiarti

Key words: presupposition, presupposition trigger, pragmatic presupposition.

Presupposition is an important element in a communication process. It is defined as the common knowledge belonging to the speaker. Presupposition could be identified by two ways; presupposition trigger referring to the triggered word in a utterance or written expression, and pragmatic presupposition referring to presupposition which is made by considering the speaker as the one producing the utterance or written expression. Presupposition can be found in daily communication such as, in the campaign. In this study, the writer analyzes presupposition within written expression of the green campaign stickers on *IAAS* Universitas Brawijaya. There are two problems to be solved, namely (1) What are the presupposition triggers of the written expression used in green campaign stickers of International Association of Students in Agriculture and Related Sciences *'IAAS'* Universitas Brawijaya? and (2) What are the pragmatic presupposition of the written expression used in green campaign stickers of International Association of Students in Agriculture and Related Sciences *'IAAS'* Universitas Brawijaya?.

This study used qualitative approach in document analysis since it focused on analyzing the written expression in the campaign. The data were collected from the green campaign stickers in *IAAS* Universitas Brawijaya when the stickers were distributed in Car Free Day Malang on Sunday, September 23, 2012. Then, data were analyzed by using Levinson's theory of presupposition trigger (1983) and Karttunen and Stalnaker's theory of strategy of pragmatic presupposition (1974).

Definite description, change of state verb, question, temporal clasue, iterative, contrast and comparison, and counter factual condition were categories of presupposition trigger found in the written expressions of 7 green campaign stickers. Then, the result of presupposition triggers became a reference to construct pragmatic presupposition in the written expression of green campaign stickers.

The writer suggests the sticker makers make effective and good media. This study is also suggested for the students of linguistics to use this study as an example of presupposition used in mass media. It is also suggested for the next researchers that this study can be used as a reference in the same topic.

ABSTRAK

Alfani, Fahmi Reza. 2014. **Praanggapan di Stiker Kampanye Hijau yang telah Disebarkan oleh Organisasi** *International Association of Students in Agriculture and Related Sciences*, **Universitas Brawijaya.** Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing (I): Iis Nur Rodliyah. Pembimbing (II): Tantri Refa Indhiarti.

Kata Kunci: praanggapan, pemicu praanggapan, praanggapan secara prakmatik.

Praanggapan adalah element yang sangat penting di dalam proses komunikasi. Dalam hal ini, praanggapan di definisikan sebagai aspek prasyarat dalam berasumsi yang dimiliki oleh penutur. Praanggapan bisa di identifikasi dengan 2 cara; pemicu praanggapan yang berkenaan dengan kata pemicu di sebuah kalimat atau ungkapan yang tertulis, dan praanggapan secara prakmatik yang berkenaan dengan praanggapan yang dibuat dengan mempertimbangkan penutur sebagai penghasil kalimat atau ungkapan yang tertulis. Praanggapan dapat ditemukan pada kegiatan komunikasi sehari-hari, contohnya dapat ditemukan pada kampanye. Pada penelitian ini, penulis menganalisis praanggapan pada stiker kampanye hijau di *IAAS* Universitas Brawijaya. Ada 2 rumusan masalah yang ingin dijawab, yaitu: (1) pemicu praanggapan apa sajakah yang ada di ungkapan tertulis pada stiker kampanye hijau milik oleh *IAAS* Universitas Brawijaya? dan (2) praanggapan secara prakmatik apa sajakah yang ada di ungkapan tertulis pada stiker kampanye hijau milik oleh *IAAS* Universitas Brawijaya?.

Penelitian ini menggunakan pendekatan kualitatif dengan analisis dokumen karena fokus studi ini menganalisis ungkapan yang tertulis pada kampanye. Data dikumpulkan dari stiker kampanye hijau di *IAAS* Universitas Brawijaya saat stiker tersebut di distribusikan pada acara *Car Free Day* Malang pada hari minggu, 23 september 2012. Data akan dianalisis menggunakan teori pemicu praanggapan oleh Levinson (1983) dan teori praanggapan secara prakmatik oleh Karttunen dan Stalnaker (1974).

Definite description, *change of state verb*, *question*, *temporal clasuse*, *iterative, contrast and comparison,* dan *counter factual condition* adalah kategori-kategori pemicu praanggapan yang muncul di ungkapan tertulis pada 7 stiker kampanye hijau. Kemudian semua hasil pemicu praanggapan tersebut yang muncul dijadikan alat untuk menganalisis praanggapan secara prakmatik yang ada di ungkapan tertulis pada 7 stiker kampanye hijau.

Di studi ini penulis menyarankan kepada para pembuat stiker agar mereka dapat membuat media yang bagus dan efektif. Penulis juga menyarankan kepada mahasiswa-mahasiwa yang berkecimpung dalam ilmu lingustik agar mereka menjadikan studi ini sebagai contoh dari topik praanggapan yang digunakan di beberapa beberapa media. Penulis juga menyarankan kepada peneliti selanjutnya bahwa studi ini bisa dijadikan sebagai referensi utama di topik yang sama.

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