



# Types of Presupposition In “BBC” Instagram Social Media

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## Abstract

This research describes about usage and type of presupposition found in “BBC” twitter. The aim of this research is to find out the types of presupposition and the usage of this presupposition found in the “BBC.” Type of presupposition can be found in the BBC’s feed. The theory that the researcher used in this study is Yule (2010). The researcher used a qualitative descriptive method. With the data collection method is by observation. The researcher used non participatory to collect the data that means the researcher did not involve to analyze the data. There are 32 data which has relation to the type of presupposition in “BBC” Twitter Social Media. Lexical is about 10 data, 6 data contains factive, 5 data is structural, 5 data for non factive, 3 data for existential, 3 data for counter factual. The researcher also found the usage of presupposition. They are Conciseness, Interestingness, Enlargement, Emphasis, Euphemism, Concealment, Persuasion, Self- protection..

**Keywords:** *Presupposition, Instagram, Pragmatics*

## Introduction

The ability to create a language is one of the most person's unique abilities. Humans, unlike other creatures that communicate simply by sound or gesture, can create complex sounds with multiple meanings. Language has been studied by many generations. Begin with a sound study and go to the word, sentence, and meaning. The meaning of a sentence might change from its literal meaning, especially when it comes to context. Pragmatics is the scientific study of contextual meaning.

Pragmatic is one of linguistic branch that learn ways of the ways to understand the meaning. (Ardila, 2011) Pragmatic can be taken to be concerned with aspect of information conveyed through language which are not encoded by generally accepted convention in the linguistic form used but which none the less arise naturally out of and depend on the meaning conventionally encoded in the linguistic form used, taken in conjunction with the context in the forms are used. In contrast to semantics that examine conventional meanings or "coded" in certain languages, pragmatics learn how meaning transmission depends not only on the speaker and listener's structural and linguistic knowledge, but also on the context of speech.

Some experts have created the theory regarding the presupposition. (Yule, 2014) says that presupposition is something that is assumed by the speaker as an event before generating a speech. In addition, Cummings (2009) says that presuppositions are assumptions or inferences implicit in certain linguistic expressions. Based on two experts above it can be stated that presupposition is some though that the speaker thinks before the speaker speaks the word. Moreover, in the proses to learn pragmatic meaning, context of the sentence is necessary.

The speaker and addressee must know or assume a presupposition for the utterance to be considered suitable in context. In theory of Yule there are six types of presupposition, they are existential presupposition, factive presupposition, lexical presupposition, structural presupposition, non-factive presupposition, and counterfactual presupposition. Presupposition can be found in utterance or sentence. For example in the utterance "If I have a car, I will come to your house" there is presupposition "I don't have a car". The presupposition is triggered by the word "if" that indicate that the speaker just have imaginative though that he or she has a car because of the word "if." This presupposition also called counter factual presupposition. Moreover, presupposition can be found in social media.

Nowadays, social media has numerous aspects. People use it not only to text or call someone, but also to exchange photos, videos, and memories. Instagram is one of the most popular social media platforms on the internet. Instagram like other social media, allows users to share anything with their friends. Feeds are posts or articles that people or users produce on their social media pages. Presupposition can also be induced by a feed from Instagram. For example, in the account of @funnyordie his feed focusses on humor and joke. In his feed at 17 June 2019 "There should be a Halloween in the summer for all the costume ideas that will be too old by October". In the feed the reader can know "there are costume in Halloween for the month of October". This is called as presupposition, because we know that the sentence uses the word "October" and "costume". The type of presupposition that is used the definite description to trigger it and it is called existential presupposition.

Then, presupposition also can be found @BBC instagram. @BBC is one of the famous accounts in the Instagram that focus in the feed about news, lifestyles, sport, etc. The followers of @BBC is 21, 7 M. In the feed at 1 October 2019 "Nineteen pregnant teens and women were rescued as Nigerian police busted a suspected child trafficking ring planning to sell babies, a police spokesman told BBC on Monday. The victims ranged in age from 15 to 28". In this feed there is presupposition "nineteen teens and woman were kidnapped". This is a lexical presupposition. In this case, lexical presupposition is formed by the utterance "were rescued", if we know someone were rescued then we will know he or she has been kidnapped that they need to be rescued. Also, by analyzing this presupposition, it is can be stated that the usage of this presupposition as an emphasis. The new information that is the presupposition helps the reader to know more about the case before they read all of the news.

Basically, there are many researchers that have discuss about presupposition. First is Puksi (2018), his study focused to find out how a comic establishes strategy through presupposition in contributing to building a humor effect in stand-up comedy. In this research, a qualitative descriptive method was used to obtain a complete and profound conception. Second researcher is Domaneschi & Di Paola (2019) the researcher analyzed the presupposition role in the process of aging of human. The results found that older adults have higher processing costs if presuppositions require challenging cognitive representations of digital language comprehension, and the age factor affects the ability to retrieve knowledge that is inserted in the discussion as taken for granted.

## **Review on Related Literature**

### **Pragmatics**

According to Yule (2010) pragmatics is the study of meaning. It studies the utterance of a speaker in a conversation, meaning that interpreted by the listener. It also includes context or the circumstances when the conversation occurs in the analysis. In communication, as a human being needs to talk one to another. Understand what the speaker's utterance is the important because sometimes, not all the utterance can be understood or it must be implied meaning and cannot be predicted so the people must know about the context first. Because of that, pragmatics describes as a study of meaning in a context.

### **Presupposition**

In certain circumstances, people need to convey their intention indirectly. In order to create a good situation in conversation is by doing the assumption. Here, presupposition plays an important role in the production and comprehension of speech act. It is defined from different point of view, each of which is similar to each other in some way or another. The examples of presupposition include: "Do you want to do it again?" presupposes that you have done it already, "Jane no longer writes fiction" presupposes that Jane once wrote fiction.

Hudson (2000) states that a presupposition is something assumed (presupposed) to be true in a sentence which asserts other information. It will generally remain a necessary assumption whether the utterance is placed in the form of an assertion, denial or question and can be associated with a specific lexical item or grammatical feature in the utterance.

Similarly, Finch (2000) writes that presupposition deals with the necessary preconditions for statements to be true. Presupposition refers to assumption implicitly made by speakers and listeners which are necessary for the correct interpretation of utterances. It is something as speaker's assumption to be the case prior for making an utterance. For example, the sentence "My cat was run over yesterday" is assumed for the truth condition of "I have a cat".

In the same way, Yule (1996) states that presupposition deals with the relationship between two propositions, which gives precondition to be true statement although the statement is negated. Presupposition must be mutually known or assumed by the speaker and address for the utterances to be considered

in context. A presupposition of a sentence must normally be part of the common ground of the utterance context in order for the sentence to be felicitous. Sometimes, however, sentences may carry presuppositions that are not part of the common ground and nevertheless be felicitous. For example, upon being introduced to someone that *John's wife is a dentist*, this without addressee having ever heard, or having any reason to believe that John has a wife. In order to be able to interpret my utterance, the addressee must assume that John has a wife. This is process of an addressee assuming that a presupposition is true.

Yule (2000) sees that presupposition has been associated with the use of a large number of words, phrases, and structures. These linguistic forms are considered to be indicators of potential presupposition, which can only become actual presupposition in context with speakers. Thus, he states six types of presupposition which are: the existential, the factive, the non-factive, the lexical, the structural and the counter factual. Below are the further explanations of the six types of presupposition:

### 1) The existential presupposition

The existential presupposition is assumed to be present either in possessive constructions (such as: *your car* presupposes (») *you have a car*) or in any definite noun phrase as in using expressions like: the King of Sweden, the cat, etc. in which the speaker presupposes the existence of the entities named.

### 2) The factive presupposition

The second type of presupposition is called factive presupposition since some words are used in the sentences to denote facts, such as *know, realize, regret, glad, odd* and *aware*. For example, *everybody knows that John is ill* presupposes that John is ill.

### 3) The non-factive presupposition

The third type of presupposition is called non-factive presupposition, which is assumed not to be true. Verbs like *dream, imagine* and *pretend* are used with the presupposition that what follows is not true. e.g. *John dreamed that he was rich* presupposes that John was not rich. Moreover, Palmer (1988: 67) uses the word

*likely* to refer to non-factive presupposition, as in *It is likely that John came early*, which presupposes that John might or might not come early.

#### 4) The lexical presupposition

There are forms which may be treated as the source of lexical presupposition, such as *manage*, *stop*, and *start*. In this type, the use of one form with its asserted meaning is conventionally interpreted with the presupposition that another (non-asserted) meaning is understood. When one says that *someone managed to do something*, the asserted meaning is that the person succeeded in some way. But when one says that *someone did not manage*, the asserted meaning is that the person did not succeed. However, there is a presupposition (nonasserted) that the person tried to do that something. So, *managed* is conventionally interpreted as asserting 'succeeded' and presupposing 'tried'.

#### 5) The structural presupposition

In addition to the presuppositions that are associated with the use of certain words and phrases, there are also structural presuppositions. In this case, certain sentence structures have been analyzed as conventionally and regularly presupposing that part of the structure is assumed to be true (Yule, 2000). One might say that speakers can use such structures to treat information as presupposed (assumed to be true) and hence to be accepted as true by the listeners. For instance, the *wh-* forms (i.e. when, where, etc.) can be used in this type, as in *When did John leave?* It presupposes that John left. The pragmatic presupposition of a sentence is the set of conditions that have to be satisfied in order for the intended speech act to be appropriate in the circumstances or to be felicitous".

#### 6) The counter-factual presupposition

The last type is called a counter-factual presupposition, in which what is presupposed is not only true, but is the opposite of what is true, or contrary to facts. For example, the sentence: *If you were his friend you would have helped him* presupposes that you are not his friend. A conditional structure of this sentence presupposes that the information in the *if*-clause is not true of the time of utterance.

## **Method**

In doing this research, the researcher collected the data by seeing feed Instagram account of BBC and classifying it based on the theory used by Yule. This research used qualitative research to analyze the assumptions identified in the social media instagram. For this study, the method that used is descriptive qualitative research method. This researcher revealed to analyze the type of presupposition in the instagram "BBC" so from the data, they were taken in the instagram "BBC". In process of collecting data, the researcher used observational method by (Sudaryanto, 2015). He states that observational method is a method of collecting data by observing the data. In this research, the researcher used non participatory technique to collect the data because the researcher did not involve in the making of movie. The researcher did not join or play action in the movie and did not have any contribution of making this movie. For analyzing the data researcher used the theory of (Sudaryanto, 2015). There are some procedure the researcher used when analyze the data, they are:

1. The data were identified and classified based on the types of presupposition
2. Theory of Yule is applied for the type of presupposition.
3. The data were described based on those theories to answer the research question.
4. The finding was made.

Finally, the researcher presented the result analysis by using informal method to present the analyzed data by using words. The researcher used this method because to make the readers easy to understand.

## **Findings and Discussion**

1. Types of presupposition in social media Instagram

### **Lexical presupposition**

DATA 1:

Fact checking Trump's "Try to impeach this" map

This feed that @BBC posted on 2 October 2019 is about the map of supporter that Trump and Hillary have in U.S. Trump feeded about an inaccurately map of their supporter in purpose. The map was supposed to show the 2016 election's

county-by-county map of results, filled with red for countries supposedly won by Trump. In the middle were plastered the words "Try to impeach this." Also, in the news he got the map by looking at HuffPost, a website usually critical of the President. By analyzing at the underlined word above, the researcher found a presupposition "the map had been made by the fans". The key of the presupposition is the word "try". By looking at the key words the reader can assume there is a map that has been made by the Hillary fans that Trumps want her to impeach. Based on that this kind of presupposition is a lexical presupposition.

DATA 2:

Police were deployed to manage traffic jams

This feed that @BBC posted on 1 September 2019 is about a case where in China was started to open the store, and there were too many shoppers. Therefore, the police helped the traffic jams with law. By analyzing the underlined word above, the researcher found a presupposition "the police had done controlling the traffic". The key of the presupposition is the word "were deployed". By looking at the key words the reader can assume there is an activity that the police have done in the store or the police doing something in the past time. Based on that this kind of presupposition is also a lexical presupposition.

DATA 3:

Sen. Kamala Harris says Pres. Trump's Instagram privileges should be revoked because he's violated the site's terms of use.

This feed that @BBC posted on 4 October 2019 is about a news that Sen. Kamala Harris try to make Trump kicked out from Instagram. She believed that Trump is breaking the rule of term of use in Instagram. The feed that Trump posted in his account seems to make witness afraid and can be harm to the witness. By analyzing the underlined word above, the researcher found a presupposition "Se. Kamala knows Trump's privileges". This presupposition is triggered by the word "say" The key of the presupposition is the word "say". By looking at the key words the reader can assume there is a special feature or offer given to president of U.S.A. Based on that this kind of presupposition is a lexical presupposition.

DATA 4:

"A rare night and I love it," "Friends" actor Courteney Cox captioned the photo  
This feed that @BBC upload on 7 October 2019 is about an activity of celebrity. The actor "Friends" posed Saturday night with former co-stars Jennifer Aniston and Matt



LeBlanc. By analyzing the underlined words, the researcher found a presupposition "there is night". The key of the presupposition is the word "love". By looking at the key words the reader can assume Courteney Cox loves that night, and uploaded it with the word caption is used in term of photo to make a comment on it. Based on that this kind of presupposition is called by lexical presupposition.

DATA 5:

Rihanna wants to stop the music

This feed that @BBC posted on 5 November 2018 is about a comment from Rihanna, she stated that she wanted Trump to stop the music. She feeded after she learned her song was played at a Trump rally. Rihanna is the latest artist unhappy over the fact their music is being co-opted by President Donald Trump. By analyzing the underlined words, the researcher found a presupposition "Trump started the music". This presupposition is trigger by the word "stop" that indicated the utterance of Hillary consisted of lexical item which is stop. The item can be classified as a presupposition trigger because the word "stop" presupposes that the information after the item have negative connotation. This item was categorized as verbs of judging and it is group of lexical presupposition. She actually wanted to deliver her feeling that she did not like to be disturbed. By looking at the key words the reader can assume Trump started the music.

### **Factive Presupposition**

DATA 6:

Fleeing civilians tell BBC they know where to go...

This feed that @BBC upload on 10 October 2019 is about the citizen in Syria. The country is in chaos and the civilian is fleeing from their country. BBC was talking to them but they said that they don't know where to run. By analyzing the underlined words, the researcher found a presupposition that is "know." This data can be classified as type of presupposition is called factive presupposition since some words are used in the sentences to denote facts. The data "they know where to go..." presupposed that they go somewhere. It means this type is the verb that have indicate a fact or real. By looking at the sentence, the reader can assume by the word "know", it indicates that feeling civilians wanted to go somewhere.

DATA 7:

A police officer who claimed she killed a Dallas man

This feed that @BBC upload on 1 December 2019 is about a murder in her apartment on a murder charge. The indictment of Amber Guyger comes more than two months after she was charged in the shooting of Botham Shem Jean at the Dallas apartment complex where they both lived, a killing that caused days of outrage. By analyzing the underlined words, the researcher found a presupposition that is “claimed.” This data can be classified as type of presupposition is called factive presupposition since some words are used in the sentences to denote facts. The data “who claimed...” presupposed that there were criminals that she killed a man. It means this type is the verb that have indicate a fact or real. By looking at the sentence, the reader can assume by the word “claimed”, indicates that the police announced the real event about the murderer of a Dallas man.

DATA 8:

Attorney Matthew Whitaker knew of allegations

This feed that @BBC upload on 01 December 2019 is about Attorney General Matthew Whitaker continues to serve on the advisory board of the now-shut tered patent firm despite learning of numerous allegations of fraud made against it by angry customers, records released Friday show. By analyzing the underlined words, the researcher found a presupposition that is “knew.” This data can be classified as type of presupposition called factive presupposition because this word is used in the sentences to denote facts. The data “knew of allegation...” presupposed that there was a allegations of fraud at Florida scam company. It means this types is the verb that have indicate a fact or real. By looking at the sentence, the reader can assume by the word “knew.”

DATA 9:

President Trump may come to regret getting so close...

This feed that @BBC upload on 20 October 2019 is about President Trump came to Saudi Arabia and met Mohammed bin Salman. President Donald Trump is black and white. It can split the world's population into winners and losers. Frequent reminders of his 2016 election win and the death of Hilary Clinton are a long-running thread in many of his speeches. By analyzing the underlined words, the researcher found a presupposition that is “regret.” This data can be classified as type of presupposition called factive presupposition because this word is used in the

sentences to denote facts. By looking at the sentence, the reader can assume by the word "regret", indicates "Trump may come to regret" presupposed that President Trump got so close to prince Salman. It means this type is the verb that have indicate a fact.

DATA 10:

When I looked back on my life, I started to realize how much connection.

This feed that @BBC upload on 23 November 2019 is about behavioral therapist was helping thousands of people with irritable bowel syndrome. By analyzing the underlined words, the researcher found a presupposition that is "started." This data can be classified as type of presupposition called factive presupposition because this word is used in the sentences to tell facts. By looking at the data "I started to realize" presupposed that he felt the connection between brain and stomach. It means this type is the verb that have indicate a fact.

### **Structural presupposition**

DATA 11:

When Ariana feeded "baby how u feeling,"

This feed that @BBC posted on 27 October 2019 is about when Ariana feeded in her Instagram "baby how u feeling" it means she asked someone about her feeling. She feeded, "baby how u feeling" -- a famous refrain from Lizzo's hit song "Good As Hell" -- the same day the two dropped their new remix version, featuring Grande's vocals. The speakers can use such structures to treat information as presupposed (assumed to be true) and hence to be accepted as true by the listeners. For instance, the wh-forms (i.e. when, where, etc.) can be used in this type by looking at the sentence, the reader can assume by the word "regret", indicates "baby, how you feeling?" It presupposes that Ariana worried about someone's condition in her song.

DATA 12:

What you are doing when you destroy a rape kit is destroying the chance that they are ever going to see justice.

This feed that @BBC posted on 30 November 2019 is about asking what you will do when someone destroyed a rape kit. The speakers can use such structures to treat information as presupposed (assumed to be true) and hence to be accepted as true by the listeners. From the data "what you are doing" can be used in this type, as what

people do. It presupposes that BBC asked about someone's opinion. It means this type has the structure of the sentence itself. By looking at the sentence, the reader can assume by the "what you are doing", indicates "you do something" The WH-Question construction in English is conventionally interpreted with the information after form is already known to be the case.

DATA 13:

Where did it come from, and what makes it uncrack able?

This feed that @BBC posted on 2 November 2019 is about CIA has a secret message hidden in a sculpture that's stumped code breakers for over 30 years. The speakers can use such structures to treat information as presupposed and hence to be accepted as true by the listeners. The data showed "where it came from?" presupposes that secret code come from. The WH-Question construction in English is conventionally interpreted with the information after form is already known to be the case. It means if asking where the secret code did come, the secret code has already exist.

DATA 14:

What is the "October surprise" and where did it come from?

This feed that @BBC posted on 30 October 2019 is about BBC made some surprise in YouTube. When September comes to a close, presidential election analysts are starting to wonder if there will be a surprise in October. In a campaign where the unexpected has become commonplace, both parties, but particularly Democrats, fear that the next month could bring a surprising revelation. The speakers can use such structures to treat information as presupposed and hence to be accepted as true by the listeners. It can be classified as structural presupposition. By looking at the sentence, the data showed "where did it came from? The WH-Question construction in English is conventionally interpreted with the information after form is already known to be the case.

DATA 15:

Why is president Trump visiting Pittsburgh today? It fits into his schedule.

This feed that @BBC posted on 30 October 2019 is about President Trump schedule to visit Pittsburgh in USA. This data can be called as structural presupposition because speakers can use such structures to treat information as presupposed. By

looking at the data it showed why president Trump is visiting Pittsburgh today?" presupposes as President Trump visited Pittsburgh. The presupposition of a sentence is the set of conditions that have to be satisfied in order for the intended speech act to be appropriate in the circumstances.

### **Non factive presupposition**

DATA 16:

About 8 in 10 Americans believe the climate is changing, causing extreme weather.

The data took from BBC 1 December 2019, this data told about most of Americans feels that the climate is changing because of the extreme weather and some of them thought that I was serious. This data can be classified as non-factive presupposition, which is assumed not to be true. By looking at the sentence, the reader can assume by the word "believe", indicates that "climate still normal". The verbs like "believe" used with the presupposition that what follows is not true as in it is likely that weather changed but they did not know the fact because of weather or might not because of extreme weather. It means this types is the verb that is not real.

DATA 17:

Imagine floating through an underground river as you enter a world of tiny living lights.

The data took from BBC 1 December 2019, this data told about imagining the underground river in the New Zealand. Visitors can see these "glowworms" at the Waitomo caves in New Zealand. It presupposes that there were not underground water. It can be said that it just imagining. This data can be classified as non-factive presupposition, which is assumed not to be true. Verbs like believe used with the presupposition that what follows is not true as in BBC just wanted the reader imagine like a tiny living lights but people did not know the fact, it means this types is the verb that is not real or true.

### **The existential presupposition**

DATA 18:

In its history, Atlanta united has captured the city's spirit.

This data was taken from 30 November 2019, this data was about the Major League Soccer. It was their second season playing. They won the second season in a

championship. This can be called as existential presupposition. The existential presupposition is assumed to be present either in possessive constructions as: its history presupposes (») Atlanta has history which the speaker presupposes the existence of the entities named. It means this type of presupposition by the existential the noun itself.

DATA 19:

Pruitt escaped multiple investigations into her conduct in office.

This data was taken from 30 November 2019, this data told about how Pruitt escaped from the investigation by resigning as Environmental protection agency administrator. Investigations included, administrator renting a space in a townhouse owned by a lobbyist's wife and EPA resources to pursue a 'business opportunity' for his wife with Chick-fil-A, a fast-food restaurant chain. This data could be called as existential presupposition. The existential presupposition is assumed to be present either in possessive constructions as: her conduct in office (») she has conduct in office which the speaker presupposes the existence of the entities named. This type of presupposition called as the existential the noun itself.

### **Counter factual presupposition**

DATA 20:

Here's what to do if you're affected by Marriott data breach

This data was taken 1 December 2018. It told what to if something happened with data breach. Hotel Chain Marriott revealed on Tuesday that hackers had access to an internal data network containing approximately 5.2 million guests' personal information, including names, contact details and addresses. This type is called a counter-factual presupposition, in which what is presupposed is not only true, but is the opposite of what is true, or contrary to facts. The sentence: Here's what to do if you're affected by Marriott data breach presupposes that there's nothing happen with the data. But they still be careful to keep the data safe. A conditional structure of this sentence presupposed that the information in the if-clause is not true of the time of utterance. It means this type have the word that indicate the sentence has a contrast with the condition of the speaker.

DATA 21:

if you had chance to talk to a deceased loved one, would you?

This data was taken 28 October 2018. It told about asking if people can talk to deceased one or it meant people who passed away. The writer's brother died last year. He was a delusional schizophrenic, and he had been sick since he was a teenager. He was medicated, but we were advised that the drug would work for 20 years or so, and if it didn't work, there would be nothing else that could be done for him. So he just missed him so much so he feeded like the data. This type is called a counterfactual presupposition, in which what is presupposed is not only true, but is the opposite of what is true, or contrary to facts. The sentence: if you had chance to talk to a deceased loved one, would you? Presupposes that people did not communicate others that passed away. A conditional structure of this sentence presupposes that the information in the if-clause is not true of the time of utterance. It means this types have the word that indicate the sentence has a contrast with the condition of the speaker.

### **Conclusion**

After analyzing the data of Presuppositions, the writer accomplished to the conclusion. In this research presupposition is some though that the speaker thinks before the speaker speaks the word. Moreover in the proses to learn pragmatic meaning, context of the sentence is necessary. The speaker and addressee must know or assume a presupposition for the utterance to be considered suitable in context. The researcher used BBC for source and there were 32 data which were detected as Presupposition. Those data classified into six categories those are existential presupposition, factive presupposition, non factive presupposition, counter factual presupposition, lexical presupposition, and structural presupposition. From the result, the dominant data that appear is lexical presupposition because almost the news are using past tense.

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