



Analyzing Presupposition and Their Persuasive Effect in English Cigarette Advertisement Taglines in Indonesia

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Abstract

Cigarette advertisements in Indonesia have their own appeal and have a tagline that is different from other advertisements. This research discusses the existence of presupposition types and persuasive effect within the taglines of English cigarette advertisements in Indonesia. Finding messages or meanings regarding the product are identified in this research, while at the same time adhering to strict country regulations. This research will apply a current theory on presupposition by Yule with identifying six types of presuppositions: existential presupposition, Factive Presupposition, non-factive presupposition, lexical presupposition, structural presupposition and counterfactual presupposition. The research utilizes a qualitative approach, focusing on content analysis which emphasizes the importance of understanding the context and meaning of the data. The result of this research collected is categorized by 10 utterances of taglines from 7 brands with 13 products. They are Gudang Garam (GG Shiver), ESSE (ESSE Love Yourself), Marlboro (Marlboro Ice Blast), Dunhill (Dunhill Mild), Djarum (Djarum Super MLD Black Series), Djarum Super (MLD Fresh Cola and L.A Menthol), Camel (Camel Yellow 100's and Camel Blue), Win (Win Filter, Win Bold, Win Click, Win Kretek). The taglines for the advertisements for these brands in Indonesia have the following views on Presupposition Type and Persuasive Effect, they have strategies which shows the uniqueness of each brand and messages or meanings regarding the product are identified.

Keywords: *Presupposition; Persuasive Effect; Cigarette Advertisement; Taglines*

Introduction

The Advertisement is an essential form of communication aimed at motivating and influencing audiences, to capture interest in the products or services being promoted (Mahdalena et al., 2019). On the other hand, the regulation of cigarette advertisements in Indonesia has changed how adverts are presented to the public. As stated in Article 27 Point C in *The Government Regulation of the Republic Indonesia No. 109/2012*, cigarette ads “not demonstrate, use, and/or display the object or shape of a smokeable or another term that can be associated with a brand of tobacco product”. So, the cigarette ads must be no longer feature people smoking or graphics of using the product and displaying any kind of cigarette object as a result of the ban. The strict regulation is due to the fact that cigarettes are an unhealthy product and contain addictive substances (Safitri, 2015). Now, cigarette ads often only utterance taglines and display visuals that do not directly try to offer their products. Instead, they use utterances and visuals content that contain hidden messages with the aim of maintaining the core function of advertising, which is to attract consumers to buy or use the advertised product. As stated by Batyrovna (2014), The tagline is intended to motivate the target market and interest consumers to acquire goods or seek relevant services.

The tagline should be such that it can convey a message for the product and at the same time not breach any of the prevailing laws. So, the language role of the advertisement's tagline becomes essential. The effective arrangement of language has the potential to captivate and persuade the audience regarding the products or services presented by advertisers (Baan, 2022). A tagline in an advertisement can shape a new perception of the brand while also influencing the audience's actions in a persuasive manner (Juliana & Arafah, 2018). The words selected must accurately represent the product's characteristics and leave a lasting impression. For example, a large number of cigarette advertisements employ attention-grabbing adjectives or appealing visuals to create the desired image, such as cinematic images of energetic teenagers.

This research analyses the existence of presuppositions using George Yule's theory and it will investigate the manner in which the language reproduces the message and their persuasive effect by means of presuppositions. Yule (1996) states "A presupposition is something the speaker assumes to be the case prior to making an utterance". It can help with precisely that which the speaker is trying to convey. It means how people can express their manner of thinking when decoding implicit meaning and how others are capable of perceiving other information beside the interpretation (Ananda et al., 2016). Furthermore, according to Yule (1996), there are 6 types of presupposition, which include existential, factive, nonfactive, lexical, structural, and counterfactual presupposition.

The identification of the types of presupposition resorted to in these taglines, with an analysis of their persuasive effect to the audience, it is going to provide insight into strategies that the advertisers use to 'say something' about a product without directly promoting the product.

The previous reading that the researcher first read from Ahmad Muammar Qadafi and Ribut Wahyudi (2014) titled "Advertising Language: A Pragmatic Approach to Cigarette Advertisements in Indonesia" The research has investigated the use of language to subtly influence smokers in cigarette advertisements in Indonesia, despite the limitations on certain words and images. The applied research takes a pragmatic approach by Sperber and Wilson in analyzing the language employed in television commercials and seeks to establish the nature in which these commercials subtly attract smokers. Then, other previous research on presupposition analysis, from Ida Catur Wahyu Rachmawati (2016), "Revealing the Function of Reference in Presupposition of English Cigarette Taglines in Djarum and Its Sub-Brands Advertisements".

This is descriptive research with a qualitative approach and documentation-material analysis that aimed at revealing how advertisers of *Djarum* cigarette brands use the reference functions in pragmatic presupposition analysis within their taglines. It was found that referring expressions—proper nouns, noun phrases, and pronouns—were used in the process of delimitation to reduce consumers' inference of presuppositional information. Existential presupposition was normally used to sustain the existence of the product, while factive presupposition were used to sustain the high quality of the same product.

The research concludes that referring expressions have positive influences on the ways in which consumers interpret presuppositional information, while presuppositions give detailed explanations of the intended meaning in the taglines. The last previous research from Suyono (2018), "An Analysis of Presupposition and Society's Perspective Toward Outdoor Advertisement Slogan Found in Batam: A Pragmatic Approach". This research aims to know what kinds of presupposition resulted in outdoor advertisement slogans in Batam and observe the perspective of society toward presupposition.

In qualitative research using a pragmatic approach, the theory by George Yule was used, with observation to recollect data. Qualitatively, analyzing the data produced the results of different types of presuppositions: existential, which constitutes about 39%, factive presupposition forming about 17%, non-factive presupposition forming about 5%, lexical presupposition forming about 22%, and counterfactual presupposition also forming about 17%. Existential presupposition was the most frequently occurring. The research also identified the societal perspective on these presuppositions in outdoor advertisement slogans.

The three researches have several differences, it can be shown that: the first research, conducted by Qadafi & Wahyudi (2014), employed a generic pragmatic approach without paying specific attention to presupposition. The second, by Rachmawati (2016) conveys a specific discourse of presupposition but looks only at the taglines of the Djarum cigarette advertisement, hence restricting its scope to just one brand and the research mostly focused on the function of reference in presupposition. The third one is the analysis of presupposition in outdoor advertisement slogans conducted by Suyono (2018). It did not focus on advertisements for cigarettes. The source data collected from the outdoor ads such as billboards and banner, was not collected from the utterances of the tagline and the research was confined to the area of Batam.

This research fills the existing gap, to investigate cigarette advertisements from more brands in Indonesia, focusing on the presupposition and their persuasive effect and the source of collected data taken from the utterances of English cigarette advertisement in Indonesia. The approach will make this research more comprehensive by analyzing the types of presuppositions employed in English cigarette advertising taglines in Indonesia and the different types of presupposition affect the persuasive power of English cigarette advertisement taglines in the Indonesian market.

Review on Related Literature

This research discusses the existence of presupposition types and persuasive effect within the taglines of English cigarette advertisements in Indonesia. Finding messages or meanings regarding the product are identified in this research, while at the same time adhering to strict country regulations. This research will apply a current theory on presupposition by (Yule, 1996), with identifying six types of presuppositions.

Presupposition

The presupposition is one of the most crucial terms in pragmatics, the branch of linguistics which studies the meanings which are taken for granted in a communication process. Presuppositions may be defined as assumptions or beliefs that are taken for granted when one speaker or listeners engages in a conversation with another (Yule, 1996). It is the information that is assumed in a conversation which is general, so that the utterance will make sense. Whenever a speaker gives an utterance, certain extra propositions are taken for granted by the hearer. This shared understanding means, that listeners do not need to delineate all the related points in detail each time they intend to pass information for decision-making across the conversation.

Yule (1996) identifies that presupposition consists of 6 types of presupposition: existential presupposition, factive presupposition, non-factive presupposition, lexical presupposition, structural presupposition, and counterfactual presupposition. Before going to the explanation of those presupposition types and the relation with advertisement, there are some examples from his book below:

Table 1. The Presupposition Formula by George Yule in "Pragmatics" page 30.

Type	Example	Presupposition
Existential	theX	>>X exists
Factive	I regret leaving	>>I left
Non-Factive	He pretends to be happy	>>He wasn't happy
Lexical	He managed to escape	>>He tried to escape
Structural	When did she die?	>>She died
Counterfactual	If I weren't ill,	>>I am ill

1. *Existential Presupposition*

Existential presupposition is the assumption that takes for granted the existence of a certain entity. This aligns with Yule's (1996: 27-30) stated that existential presupposition refers to a presupposition indicating the existence or identity of a referent expressed through a definite term. Existential presupposition demonstrates how the presence of an entity can be communicated through presupposition. This type of presupposition in advertisements makes people associate a given product with reality.

2. *Factive Presupposition*

Factive presupposition conveys the truth of a given fact within the statement. According to Yule (1996: 27), Factive presuppositions refer to assumptions in which the information being assumed comes after a verb that is considered factual. This type of presupposition emerges from information intended to be communicated using terms that suggest a fact or information that is thought to be true. This type of presupposition becomes very useful for advertisements in order to gain credibility.

3. *Non-factive Presupposition*

A presupposition that is presumed to be untrue is known as a non-active presupposition (Yule, 1996: 29). It uses of ambiguous or unclear terms like "think," "dream," "imagine," "pretend," "hope," "assume," "believe," "fear," "intention," and

"hope", such a presupposition can still lead to misinterpretation. Non-factive presupposition do not reflect some truth, rather they mirror the presupposition a certain speaker has.

4. Lexical Presupposition

According to Yule (1996: 28), lexical presupposition occurs when the use of a form with a conventionally asserted meaning is interpreted with the presupposition that another (unasserted) meaning has been understood. This means that in communication, certain words not only carry explicitly stated meanings, but also contain additional assumptions or notions that are not stated but understood by the recipient of the message. The words that show lexical presupposition are 'stop', 'start', 'try', 'succeed'.

5. Structural Presupposition

Structural presupposition has connections with more fundamental types, which depend on the grammar of the sentence, which exclude certain assumptions because of the construction of the statement. It use of specific words and phrases in certain sentences that have been investigated as fixed and conventional presuppositions that that portion of the structure is already assumed to be true (Yule, 1996: 28). This is shown in the interrogative sentence, which is interpreted generally with the interrogative words "when" and "where," which are already recognized as problems.

6. Counterfactual Presupposition

Counterfactual Presupposition presupposes a condition that is the very opposite of an existing real-life one in the context of the language being spoken. Counterfactual Presupposition refers to a presupposition that is not only untrue, but also a contradiction of reality or the truth (Yule, 1996:29). This presupposition is typically produced through conditions that include 'if clauses' or suppositions, which cause the results to contradict the preceding statement.

Persuasive

Rakhmat (2007) argues that persuasive is a communication process to influence people's opinions, attitudes, and actions by using psychological manipulation so that the person acts like on his own will. This theory is reinforced by Djameludin & Iriantara (1994) persuasive is a communication process in which there is an attempt to convince others so that the public acts and behaves as expected by the communicator by persuading without forcing it. On the other hand, Purnamasari et al., (2018) stated that persuasion is a type of attitude change that

involves the use of messages, and it mainly centers on the traits of the source of messages and the audiences.

In this research, the focus will be on revealing the persuasive effects that occur related with the presupposition type. To identify the persuasive effect in the advertisement, an appropriate persuasive communication approach or strategy is needed. This aligns with the insights shared by Fauzan (2013), who emphasized that an effective application of persuasive methods requires a well-defined strategy to influence and persuade the interlocutor. The advertisement itself is one of the communication media to motivate and persuade collectively in order to attract people on the goods and services which are offered.

Persuasive communication strategy is a combination of persuasive communication planning with communication management to achieve a goal, namely changing one's attitude, opinion and behavior (persuade). As stated by Braca & Dondio (2023), Persuasive communication is the process of crafting messages that are intentionally designed to influence a person's way of thinking or behavior. Therefore, the strategy must reflect operational tactics. So, what must be determined is who our target is, what the message will be delivered, why it must be delivered, where the location of the delivery of the message and whether the time used is quite appropriate (Soemirat & Suryana, 2014). The theory that will be used in this research is the theory of persuasive communication strategies by De Fleur & Ball-Rokeach (1989) which divides 3 (three) strategies, which are:

1. The Psychodynamic strategy

The Psychodynamic strategy focuses on emotional or cognitive factors and does not change biological factors. This strategy is based on 3 assumptions that are: 1) that human biological traits are inherited, 2) there is a set of underlying factors that are the result of learning such as statements and emotional states, 3) there is a set of factors that are learned to form individual cognitive structures (Soemirat & Suryana, 2014). Cognitive factors have a major effect on human behavior. If cognitive factors can be changed, then human behavior can also be changed.

The essence of Psychodynamic Strategy is that effective persuasive messages are able to change the psychological functions of individuals in various ways, so that they will respond as the persuader wants in the form of behavior. In other words, effective persuasive communication lies in learning something new, based on the information provided by the persuader.

2. The Sociocultural Strategy

The Sociocultural Strategy is based on the assumption that human behavior is influenced by forces external to the individual (Soemirat & Suryana, 2014). A person's behavior is controlled by social expectations that exist in the social systems in which we interact with others more than his or her internal tendencies. Each group to which a person belongs provides a strong set of controls for the person, such as norms, assigned roles, ranking systems, and approving social control systems.

3. The Meaning Construction Strategy

The meaning construction strategy is knowledge can influence behavior. This strategy starts from the concept that the relationship between knowledge and behavior can be achieved to the extent of what can be remembered (Soemirat & Suryana, 2014). The meaning construction strategy is implemented by constructing meaning. The persuader tries to provide knowledge about something to the persuaded person from the surrounding environment or news circulating to create an understanding in people's minds that this is what should be followed, which is also what the persuader wants.

Method

The research utilizes a qualitative approach, focusing on content analysis which emphasizes the importance of understanding the context and meaning of the data. According to Krippendorff (2019), qualitative content analysis involves a systematic and structured approach to analyzing text data, focusing on the meaning and significance of the content. This approach allows the researcher to identify utterances within the data, providing a deeper understanding of the presuppositions in English cigarette advertisement taglines in Indonesia.

The data in this research use the utterances of taglines taken from YouTube, both official or unofficial account. The official account itself is an account created by the cigarette brand, while the unofficial account is an account created by people who have content to collect advertisements. These data is advertising that appears in Indonesia.

This research employs collecting data technique following Krippendorff's (2019) content analysis methodology, which emphasizes systematic categorization and analysis of text data. This systematic approach, based on Krippendorff's content analysis methodology, ensures comprehensive data collection and organization that aligns with the research objectives of analyzing both presupposition types and their persuasive effects in cigarette advertising taglines. The data collection process consists of three main steps:

- a. Searching and collecting cigarette advertisement videos from YouTube (official and unofficial accounts), then transcribing English taglines from the advertisements. Highlighting the essential information (brand name, product variant, source URL).
- b. Filtering and selecting relevant taglines for analysis, verifying the accuracy of transcriptions, and eliminating duplicate advertisements or similar utterances.

The process that follows data collection is data analysis. As stated by Krippendorff (2019), qualitative content analysis is a systematic approach to analyzing textual content and focuses on identifying the meanings contained within. This approach provides benefits especially when trying to analyze presuppositions in ad structures, as it provides an opportunity to sort subtle language indications into types, which include the types of presuppositions proposed by George Yule. This research thus not only reveals the types of presuppositions that are present behind the taglines but also reveals the possibility of persuading the audience or customers with these presuppositions. Here are the steps of analyzing data:

- a. Identifying the types of data using George Yule presupposition theory.
- b. Analyzing the possibility of meaning and message to understand how presuppositions contribute to the overall message and persuasive strategy used in the advertisements.
- c. Categorizing the data based on the types identified in Yule's theory.
- d. Concluding the data based on the analysis and interpretation, highlighting the types of presuppositions used and their persuasive effect on the audience's interpretation.

Results and Discussion

The data collected is categorized into a table based on the important information. There are 10 utterances of taglines from 7 brands with 13 products. These can be seen in the table below:

Ps: Existential Presupposition (EP), Factive Presupposition (FP), Nonfactive Presupposition (NP), Lexical Presupposition (LP), Structural Presupposition (SP), And Counterfactual Presupposition (CfP).

Table 2. The Presupposition Types in English Cigarette Taglines in Indonesia. This table presents the type of presupposition that is identified in cigarette advertisement taglines, categorized by brand and product variant.

No	Brand	Product	Tagline	Presupposition Type
1	Gudang Garam	GG Shiver	“We cool ¹ from the start until the end. Enjoy ² our Menthol fiber technology ³ , for the longest cooling sensation. GG Shiver ⁴ infinite coolness.”	1EP 2FP 3EP 4EP
2	ESSE	ESSE Love Yourself	“ ESSE ¹ love yourself. ESSE ² makes ³ you fresh and stylish. More style with change ⁴ , smoother in mild ⁴ , more fun with pop ⁴ . For a better you, ESSE ⁵ love yourself.”	1EP 2EP 3FP 4EP 5EP
3	Marlboro	Marlboro Ice Blast	“ Crush ¹ the ice ball in filter to unleash extra cool ² sensation. Crush it ³ , unleash it ³ . Marlboro Ice Blast ⁴ .”	1FP 2EP 3FP 4EP
4	Dunhill	Dunhill Mild	“Fine cut makes ¹ it tastes finer with every cut. It's about the attention to detail in everything that we do ² . And the premium ingredients ³ to bring you the finest taste. Time to discover ⁴ what fine taste is all about. Dunhill Mild ⁵ , fine cut for the fine taste.”	1FP 2FP 3EP 4FP 5EP

5	Djarum	Djarum	“Impactful, satisfaction, dare ¹ to taste the power. Djarum super MLD black series ² .”	1FP	
		Super MLD Black Series		2EP	
		Djarum	“ New Djarum super MLD fresh cola ¹ . Fresh cola ² sensation. Click ³ to boost the power. Taste ⁴ the new experience.”	1EP	
		Super MLD		2EP	
		Fresh Cola		3FP	
				4FP	
	L.A Menthol	100% natural menthol ¹ . LA menthol ² , experience ³ the freshness.	1EP		
			2EP		
			3FP		
6	Camel	Camel	Say hello to the Yellow ¹ . Enjoy ² more satisfaction. Experience ⁴ longer great taste. New Camel Yellow 100’S ⁵ . Only Rp.25.300 ⁶	1EP	
		Yellow 100’s		2FP	
				3FP	
				4EP	
				5EP	
				6EP	
	Camel Blue	Let CML presents, The New Original Blue ¹ . The true smooth experience ² . Blue ³ is the new smooth taste.	1EP		
			2EP		
			3EP		
7	Win	Win	We are Winners ¹	1EP	
		Filter, Win Bold, Win Click, Win Kretek			
Total		7	13	10	37

From the analysis of 10 taglines across 7 brands and 13 products, the types of presuppositions identified were predominantly existential (23 occurrences) and factive (14 occurrences). Existential presuppositions accounted for 62% of the total identified presuppositions, while factive presuppositions represented 38%. Other types of presuppositions—non-factive, lexical, structural, and counterfactual—were not present in the collected data.

Datum 1

Gudang Garam - GG Shiver

“We cool from the start until the end. Enjoy our Menthol fiber technology, for the longest cooling sensation. GG Shiver, infinite coolness”.

Transcribed utterance from an official YouTube account

https://www.youtube.com/watch?v=WeUr3EB_dzw

a. Presupposition type

Based on the utterances of the GG Shiver tagline above, there are three sentences that each have indications of belonging to one of the presupposition types. The previous table shows that there are four presupposition indications

In the first sentence, there is the word “cool” which is an indication of the existential presupposition (EP). This is because the word “cool” itself assumes that there is coldness in the product and that “cool” exists in reality. Therefore, the first clause of the utterance falls into this type, assuming that the advertiser describes the product as having a cool sensation taste from beginning to end.

In the second sentence, there are two indications of words and phrases that show what type appears. The indications are the word “enjoy” and the phrase “menthol fiber technology”. The word “enjoy” is included in the factive presupposition (FP) with the assumption that there are other products that have a cooling sensation but the sensation was short-lived. The word “enjoy” means that the GG Shiver product offers the fact that there is a longer-lasting cooling sensation than other products. In addition, the phrase “menthol fiber technology” is included in the Existential Presupposition (EP), assuming that there is the use of new technology in this menthol cigarette product, namely the menthol fiber technology that he offers.

In the last sentence, there is the name of the product itself with the offer of unlimited cold sensation. Therefore, “GG Shiver” is included in the Existential Presupposition (EP) type, because the name of the product becomes a real and existing thing, namely GG Shiver cigarettes that are ready for sale.

b. Persuasive effect

GG Shiver's advertising tagline uses a Psychodynamic Strategy. The phrase “We cool from the start until the end” creates an emotional push effect by promising a consistent cool experience, so this sentence is identified to be of the psychodynamic strategy because it tries to influence emotions and cognitive thoughts. The presupposition involved here is the existential presupposition (EP),

where the sensation of “cool” exists in the product. With this assumption, consumers are led to feel that this product offers an experience that is not only refreshing but also long-lasting.

In addition, this is reinforced by the phrase “GG Shiver, infinite coolness”, which also uses existential Presupposition (EP) by assuming that this product is a real entity that can provide an infinite cool sensation. The persuasive effect of this presupposition is to associate the product with the qualities offered, trying to create a positive impression in the minds of consumers. In line with the sentence “Enjoy our Menthol fiber technology, for the longest cooling sensation” with the word “enjoy” as a factive presupposition (FP) that assumes other products are not as quality as this product and the phrase Menthol fiber technology as an existential presupposition (EP) that assumes that there is menthol fiber technology in this product, so these two things try to offer consumers the existence of menthol fiber technology that can provide a long cooling sensation if they enjoy it.

Datum 2

ESSE - ESSE Love Yourself

“Esse love yourself. Esse makes you fresh and stylish. More style with change, smoother in mild, more fun with pop. For a better you, Esse love yourself”.

Transcribed utterance from an official YouTube account

<https://www.youtube.com/watch?v=hjVZ8LU17M4&list=LL&index=6>

a. Presupposition Type

Based on the utterances in the ESSE Love Yourself tagline, in the first sentence, there is the phrase “ESSE love yourself” included in the existential presupposition (EP) because the product name “ESSE” a real entity combined with additional campaigns can provide a sense of love for yourself, assuming that this product can make consumers more confident. In the second sentence, there is also the product name “ESSE” which means it is included in the Existential Presupposition (EP) which assumes that the product is real. However, there is the word “makes” which indicates factive presupposition (FP), assuming other cigarettes are not made fresh and stylish. the word “makes” emphasizes that this product is in fact able to make consumers fresh and stylish.

In the third sentence, the sentence “More style with change, smoother in mild, more fun with pop” is included in existential presupposition (EP) because it shows the existence of product names in the ESSE Love Yourself series product campaign. The product names are “change”, “mild”, and “pop”. Of course, the existence of these products is real, but the advertiser tries to give an implicit impression by not mentioning the “ESSE” because in fact the name of the whole product is for example

ESSE Change. Meanwhile, the last sentence “For a better you, ESSE love yourself.” This certainly indicates existential presupposition (EP), because just like before, the word “ESSE” assumes that the product is real as the item or cigarettes with this brand.

b. Persuasive effect

This tagline uses Psychodynamic Strategy to influence consumers' emotions and cognition and Social Culture strategy. In the first and second sentences, there is an Existential Presupposition (EP) which indicates that the product name “ESSE” is a real thing, besides that with the addition of the “Love Yourself” campaign, it tries to offer consumers that this product loves its consumers. With the word “makes” in the sentence “Esse makes you fresh and stylish” which indicates factive presupposition (FP), this ad tries to imply that ESSE is really able to make consumers feel fresh and stylish. This utterance reinforces the social value, because the product gives the assumption to the customers that using this product will ‘make’ fresh and stylish look, creating social pressure to keep up appearances. The persuasive effect of this FP is to convince consumers that this product has superior quality compared to other products.

In the third sentence, Existential Presupposition (EP) arises from the existence of products in the ESSE Love Yourself series, such as “change,” “mild,” and “pop.” Consumers are assumed to recognize that all these names are variants of ESSE products. The persuasive effect of this presupposition is to offer a complete variety of products, tailored to consumers' needs. Then in the last sentence of the Existential Presupposition (EP), it again assumes the existence of the product “ESSE” as a real product that can be consumed and offers that this product can make consumers feel better. The persuasive effect in the case is to create an emotional connection between the consumer and the product, by positioning the product as a way to change the emotional feeling more positively in the consumer's life.

Datum 3

Marlboro - Marlboro Ice Blast

“Crush the iceball in filter to unleash extra cool sensation. Crush it, unleash it. Marlboro Ice Blast”.

Transcribed utterance from an unofficial YouTube account

<https://www.youtube.com/watch?v=mc9ZvERYQpc&list=LL&index=1>

a. Presupposition Type

Based on the utterances in the Marlboro Ice Blast tagline above, there are three sentences with four presupposition indications. The first sentence, “Crush the iceball in filter to unleash extra cool sensation” contains two types of presupposition. The word “Crush” indicates factive presupposition (FP), which assumes that there is no extra cool sensation initially, with the following “Crush the iceball in filter” to find out the fact that the sensation is present. Meanwhile, the word “cool” is included in the existential presupposition (EP), because it assumes that its existence can indeed be felt, and exists in the real world. The second sentence, “Crush it, unleash it” contains factive presupposition (FP) which refers to the previous sentence. This assumes that this action can actually provide a cold sensation experience that can in fact be felt. In the third sentence, the product name appears, “Marlboro Ice Blast” identified to be of existential presupposition (EP), which assumes that this product is a real entity and ready to be used by consumers.

b. Persuasive effect

The Marlboro Ice Blast tagline uses Psychodynamic Strategy to influence consumers' emotions and perceptions through a refreshing taste experience. In the first sentence, the Factive Presupposition (FP) arises from the word “Crush”, which assumes that the extra cold sensation can only be felt after the action is performed. Meanwhile, the Existential Presupposition (EP) is in the word “cool”, which assumes that the cold sensation actually exists and can be felt. With this, the persuasive effect is to create an expectation in consumers that they will feel a different and refreshing experience after performing the simple action of crushing an ice ball. The second sentence, “Crush it, unleash it,” reinforces the Factive Presupposition (FP), assuming that the cold sensation will be realized with the previously mentioned action.

The persuasive effect of this presupposition is to increase consumers' belief that this product provides a real sensation that they can enjoy. In the last sentence, “Marlboro Ice Blast,” uses Existential Presupposition (EP), which assumes that this product is a real entity ready to be used to provide that cold sensation. The persuasive effect is to reinforce the identity of the product as a solution that can provide a cold and refreshing experience, linking the product name with the sensation that has been promised earlier.

Datum 4**Dunhill - Dunhill Mild**

“Fine cut makes it taste finer with every cut. It's about the attention to detail in everything that we do. And the premium ingredients to bring you the finest taste. Time to discover what fine taste is all about. Dunhill Mild. Fine cut for the fine taste”.

Transcribed utterance from an unofficial YouTube account

<https://youtu.be/P5G11podKi4?si=rFoggs0ITMYcZrhl>

a. Presupposition Type

Based on the utterances in the Dunhill Mild advertisement, there are several presuppositions that can be identified. In the first sentence “Fine cut makes it taste finer with every cut” identified to be of factive presupposition (FP) because the word “makes” assumes other products that do not have the concept of fine cut do not have a fine taste, this assumption tries to provide facts that consumers can feel. The second sentence, “It's about the attention to detail in everything that we do” also becomes factive presupposition (FP), which assumes that attention to detail is part of the production process that Dunhill really does. The third sentence, “And the premium ingredients to bring you the finest taste” falls into existential presupposition (EP). The phrase “the premium ingredients” assumes that this product uses premium ingredients and is also real, quality ingredients exist. The fourth sentence, “Time to discover what fine taste is all about” contains a factive presupposition (FP), because it assumes that consumers don't fully know about fine taste, and it's time to find out. Dunhill is the solution to that experience. In the last sentence, “Dunhill Mild, Fine cut for the fine taste.” The product name appears to be “Dunhill” which indicates into the existential presupposition (EP) because Dunhill is a real and existing object, cigarettes that are ready to be traded.

b. Persuasive effect

The Dunhill Mild tagline uses Meaning Construction Strategy to influence consumers' understanding of the product's flavor quality by constructing meaning about premium ingredients and attention to detail in the production process. In the first sentence, the Factive Presupposition (FP) which assumes that other products that do not use the “fine cut” technique cannot provide as good a taste as Dunhill, constructs the meaning that this finer cutting technique provides more flavor experience. The second sentence, still with the Factive Presupposition (FP) shows that attention to detail is a real part of the production process, thus building the understanding that the quality of Dunhill products is highly considered.

In the third sentence, the Existential Presupposition (EP) introduces the premium ingredients used in the product, which assumes that they actually exist in the making of the product. In the fourth sentence, the Factive Presupposition (FP) invites consumers to experience flavors that they have not known before, creating an understanding that Dunhill offers something new and better. In the last sentence, “Dunhill Mild, Fine cut for the fine taste,” the use of the product name “Dunhill” assumes that this product already exists ready for use. The presupposition that

appears in this ad builds Dunhill's image as a premium product with superior taste quality, convincing consumers that they will experience a better taste if they choose this product.

Datum 5

Djarum - Djarum Super MLD Black Series

“Impactful, satisfaction, dare to taste the power. Djarum super MLD black series”.

Transcribed utterance from an official YouTube account

<https://www.youtube.com/watch?v=kWysjyHTm4&list=LL&index=15>

a. Presupposition Type

Based on the utterances in the Djarum Super MLD Black Series advertisement tagline above, there is the word “dare” in the first sentence, so it is identified to be of the factive presupposition (FP). This assumes that other products do not have the power of taste, which is impactful and satisfaction that can only be experienced if consumers dare to try it. Meanwhile, the product name “Djarum Super MLD Black Series” appears as the closing sentence. This contains existential presupposition (EP) because it assumes the existence of the product as something real and ready to be enjoyed.

b. Persuasive effect

The Djarum Super MLD Black Series tagline uses Psychodynamic Strategy to influence consumer emotions by emphasizing a strong and satisfying taste. It can be seen in the first sentence, “Impactful, satisfaction, dare to taste the power;”. The Factive Presupposition (FP) assumes that other products do not provide the same powerful and satisfying taste, which can only be felt if consumers dare to try this product. The persuasive effect is to encourage consumers to feel the sensation of something different and extraordinary. Thus, inviting curiosity and desire to offer the product. In the last sentence, the Existential Presupposition (EP), which assumes that this product is already present and ready to use, reinforces the belief that this product is a real option that can provide an extraordinary taste experience.

Datum 6

Djarum - Djarum Super MLD Fresh Cola

“New Djarum super MLD fresh cola. Fresh cola sensation. Click to boost the power. Taste the new experience”.

Transcribed utterance from an official YouTube account

<https://www.youtube.com/watch?v=gVNRIBsdH5M&list=LL&index=16>

a. Presupposition Type

Based on the utterances in the Djarum Super MLD Fresh Cola advertisement, in the first sentence, the product name “New Djarum super MLD fresh cola” is directly spoken, which certainly becomes an existential presupposition (EP), assuming that this product is present as a new real entity.

The second sentence, “Fresh cola sensation” is also identified to be of existential presupposition, the word “cola” assumes the sensation of cola flavor in this product, and the existence of cola is also real which refers to the taste of carbonated drinks.

The third sentence, “Click to boost the power” falls into factive presupposition (FP) because the word “Click” assumes that initially the sensation of fresh cola does not exist, and the action of “Click” can really enhance the product experience with the facts offered.

In the last sentence “Taste the new experience”, that is a factive presupposition (FP), assuming that the new experience can only be felt if consumers try this product.

b. Persuasive effect

This tagline uses Psychodynamic Strategy to influence consumers' emotions and perceptions by emphasizing a refreshing taste sensation and a new experience. In the first sentence, the Existential Presupposition (EP) that shows the presence of the product name assumes that this product exists and is new, thus arousing consumers' curiosity and desire to try this new product.

In the second sentence, there is also an Existential Presupposition (EP) that assumes that the sensation of a fresh cola taste really exists in this product, creating hope and curiosity that consumers will have a refreshing cola sensation like the taste of cola in drinks.

Then Factive Presupposition (FP) appears in the third sentence, which assumes that without the action of “Click”, the sensation of fresh cola taste is not fully present, so this convinces consumers to take action (click) to get a more maximum taste experience. The last sentence also contains a Factive Presupposition (FP), which assumes that the new experience can only be felt if consumers try this product. This will arouse consumers' curiosity and convince them that only by trying this product will they get a different taste experience with the uniqueness of cola in a cigarette product.

Datum 7**Djarum – L.A Menthol**

“100% natural menthol. LA menthol, experience the freshness”.

Transcribed utterance from an unofficial YouTube account

https://www.youtube.com/watch?v=cib-G33D_o&list=LL&index=7

a. Presupposition Type

Based on the utterances in L.A Menthol's advertising tagline, there are two sentences with different presuppositions. In the first sentence, “100% natural menthol” falls into existential presupposition (EP) because it assumes that this product has a completely natural menthol content. This emphasizes that the natural attribute exists and is the main advantage of the product. In the second sentence, “L.A Menthol, experience the freshness” also becomes an existential presupposition (EP) because the product name “L.A Menthol” is assumed to be a real entity that exists as a cigarette by offering the experience of freshness. In addition, the word “experience” in this phrase is identified to be of the factive presupposition (FP), assuming that this freshness will not be felt, if you do not try this product.

b. Persuasive effect

This tagline uses Psychodynamic Strategy to influence consumers' perceptions and emotions by emphasizing the natural attributes and refreshing taste experience. In the first sentence, the Existential Presupposition (EP) assumes that this product contains fully natural menthol, this convinces consumers that this product has the advantage of natural menthol content which provides a fresher and more natural sensation than other products that may not use natural ingredients. In the second sentence, the product name “L.A Menthol” contains an Existential Presupposition (EP), as this product exists and is available for use.

L.A Menthol is introduced as an option that can provide a freshness experience, raising consumers' expectations that this product will provide the refreshing sensation they are looking for. In addition, the invitation word “experience” contains a Factive Presupposition (FP), which assumes that the sensation of freshness can only be felt if consumers try this product, so this appears as a way to try to convince consumers that this product provides a sensation of freshness, increasing consumers' motivation to buy and try the product.

Datum 8

Camel – Camel Yellow 100's

“Say hello to the yellow. Enjoy more satisfaction. Experience longer great taste. New Camel Yellow 100's. Only Rp.25.300”.

Transcribed utterance from an unofficial YouTube account

<https://www.youtube.com/watch?v=xMyVJEfp8eA&list=LL&index=5>

a. Presupposition Type

Based on the utterances in the Camel Yellow 100's advertising tagline, the first sentence, “Say hello to the yellow” falls into existential presupposition (ep), which is aimed at the word “yellow” assuming that the product “Yellow” is present as a new cigarette product from Camel which of course this product already exists and is traded. The second sentence, “Enjoy more satisfaction” is identified to be of factive presupposition (FP) with the word invitation “enjoy” which assumes that the fact of more satisfaction will be felt if you enjoy this product.

The third sentence, the phrase “Experience longer great taste” falls into factive presupposition (FP), assuming that longer taste is a real fact that consumers can feel if they try it. The fourth sentence, “New Camel Yellow 100's” that is an existential presupposition (EP), which emphasizes the existence of this new product that is already present in stores and can be owned. Then it is followed by the phrase “only Rp.25,300” which also contains existential presupposition (EP) because it assumes that the product can be purchased with rupiah currency that exists in real life.

b. Persuasive effect

The tagline of Camel Yellow 100's is trying to affect consumer perception through a mix of Psychodynamic Strategy and Meaning Construction Strategy. The first sentence carries an Existential Presupposition, EP, assuming that a product “Camel Yellow” already exists. Meaning Construction Strategy is applied through changing the meaning of the word “yellow” as color into a new variant of Camel cigarette products. The persuasive effect is to arouse consumers' curiosity and desire to try this new product, which gives a fresh and exclusive impression. In the second sentence, the Factive Presupposition (FP) appears through the invitation word “enjoy”, which presupposes that consumers have not tried it yet, and will feel more satisfaction if trying this product. This reassures consumers that with this, they will have a more satisfying experience, while encouraging them to try it out with the product and enjoy first-hand the benefits. The third sentence also contains

a Factive Presupposition-FP-assuming that the longer taste is a reality which consumers can feel if they try it. This may reinforce consumers' expectations that this product offers a longer-lasting taste experience, thus providing a greater guarantee of satisfaction than other products.

Datum 9

Camel – Camel Blue

“Let CML presents, the new original blue. The true smooth experience. Blue is the new smooth taste”.

Transcribed utterance from an official YouTube account

<https://www.youtube.com/watch?v=Hzd-Iqf0E8>

a. Presupposition Type

Based on the utterances in the Camel Blue advertising tagline above, in the first sentence, “Let CML present the new original blue” is an Existential Presupposition (EP), which assumes the existence of a new product “original blue” that can already be traded.

In the second sentence, “The true smooth experience” also falls into the Existential Presupposition (EP), assuming that the experience of a light taste is present to be offered to consumers.

In the third sentence, it is also existential presupposition (EP) seen in the word “Blue” in the sentence “Blue is the new smooth taste” because it assumes Camel Blue already exists and is ready to be used by consumers as a new light product.

b. Persuasive effect

This tagline uses Meaning Construction Strategy to build a new meaning about the product by changing the common understanding of the word “blue” to a variant of Camel cigarettes that offers a new and refined taste. In the first sentence, there is an Existential Presupposition (EP) which assumes that the new variant “original blue” is introduced and already on the market. This gives a persuasive effect by introducing the new variant as something new among cigarette products, inviting consumers to connect the word “blue” with Camel cigarette products, not just as a color. Clarified in the second sentence, there is an Existential Presupposition (EP), “The true smooth experience,” which assumes that the experience of light taste is offered as superior to this product. In the third sentence, there is also an Existential Presupposition (EP), where the word “Blue” assumes that this variant is ready to be enjoyed by consumers with a new light flavor offer. This creates a new meaning that “blue” does not only refer to the color, but to the Camel cigarette flavor variant that offers a light taste and becomes something new, so that consumers want to try

the experience.

Datum 10

Win – Win Filter, Win Bold, Win Click, Win Kretek

“We are Winners”.

Transcribed utterance from an unofficial YouTube account

<https://www.youtube.com/watch?v=B9EaqX6hCBo&list=LL&rc=1>

a. Presupposition Type

Based on the utterances in the Win cigarette advertising tagline which advertises several variants of cigarettes, namely Win Filter, Win Bold, Win Click, Win Kretek, using short utterances. The sentence “We are winners” is identified to be of existential presupposition (EP) which assumes that Win products really exist, or this can also refer to consumers who if they are buyers of this product then are called “winners” carrying the implication that they will feel like winners.

b. Persuasive effect

The Win Cigarette tagline uses Sociocultural Strategy to influence consumer behavior by emphasizing status. In the utterance, Existential Presupposition (EP) appears with two possible assumptions. The first assumes that Win products really exist, namely Win Filter, Win Bold, Win Click, and Win Kretek that have been traded. Moreover, this presupposition also leads to the understanding that consumers who choose these products will be considered as “winners,” creating a link between the products and higher social status. It can therefore construct a social meaning where consumers who use this product are identified as part of a successful or classy group of people. This advertisement capitalizes on social norms by instilling the idea that buyers of Win products are successful and respected individuals in a social context.

The analysis result of English cigarette advertisement taglines in Indonesia reveals the presence of only two types of presuppositions: existential and factive. No other types of presuppositions were observed in the collected words and phrases, including non-factive, lexical, structural, or counterfactual presuppositions. In the analysis, existential presuppositions were identified as the most common type of tagline in the ten data that were analyzed and were present in 23 of the utterances. These presuppositions are critical when it comes to making the product become a real existing entity in the consumer’s perception. Meanwhile, factive presuppositions were appear in 14 utterances with the focus on quality and

advantage of the product describing the ability to deliver unique sensations or different experiences.

In terms of persuasive strategies, existential presuppositions strongly fit into the Psychodynamic Strategy, as they affect the audience's feelings and perception, and the Meaning Construction Strategy, which creates a reality of the existence of the product. Factive presuppositions are most often used within the Psychodynamic Strategy, which tries to convince the audience of the value and benefits of the product by presenting these as factual and credible. These embedded presupposition types and strategies bring forth how advertisements have surmounted these regulatory restrictions by sticking to the persuasiveness of advertisements.

The existential and factual presuppositions have practical implications for advertisers in comparison to the other types of presuppositions, which are lexical and structural, because the existential serves to assume the existence of a product and the factual assumes the facts to become true. Furthermore, the practical implications of this research are not only limited to academic insights, there are also implications for advertisers and regulators. Advertisers can use existential presupposition to strengthen their brand. It is also the case with factual presupposition that can be used to highlight the main qualities of the product. In terms of regulators, regulators can analyze the linguistic elements contained in advertisements, whether they are appropriate and do not violate regulations or not.

However, this research has several limitations. First, the data taken in this research is limited because it takes from the taglines of cigarette advertisements in Indonesia that are in English and accessed through YouTube. Second, the analysis only found Existential presupposition and Factual presupposition, other types of presupposition are not identified. Third, advertising strategies that can be influenced through cultural and regional analysis are not explored in depth. With several limitations in this research, future researches are expected to address the limitations by expanding the dataset to include a wider range of media platforms, as well as exploring additional presupposition types and analyzing cultural factors that may shape language in advertising strategies. The future research will further understand how presupposition works, especially in its contribution to the persuasive effect in advertisements.

Conclusion

This research examined the types of presuppositions and the persuasiveness of these in English cigarette advertisement taglines found in Indonesia. From these taglines, it was found that only existential and factive presuppositions are present with existential presupposition being the most common type of tagline. These presuppositions are used to ensure that the products look like what exists in reality while the factive presuppositions point out the qualities of the product as to ensure

that consumers find them credible and desirable.

The presupposition type in those brands are giving assuming that the advertiser describes the product is having the good product and the differences of the presupposition type in those brands is showing the unique side of each other brand. Besides that, the persuasive effect in those brands are to associate the product with the qualities offered, trying to create a positive impression in the minds of consumers and increasing consumers' motivation to buy and try the product. Thus, this presupposition type and persuasive effect can increase marketing of the cigarette brand sales and can attract buyers, but they should still be given a warning about the limits of cigarette consumption so that it can be carried out in accordance with the Indonesian government's health regulations.

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