

# PRESUPPOSITION OF FOOD ADVERTISEMENT IN INSTAGRAM

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## ABSTRACT

This research deals with Presupposition of Food Advertisement in Instagram. The objectives of the research are to find out the types of presupposition, the most dominant type of presupposition in food advertisement. This study was conducted by using descriptive qualitative method. The object of the study is presupposition of food advertisement in Instagram. This study implemented applying documentary technique. After doing the analysis, the writer found that there were 2 types of presupposition. The data were collected as many as 47 data which consist 29 of existential presupposition and counterfactual presupposition as many as 18 data. The analysis found that the existential presupposition is the dominant types to state presupposition of food advertisement in instagram. The reason why existential presupposition is the dominant types for 47 data of food advertisement in Instagram because most of the advertisement assumed to be present in possessive contraction or any definite noun phrases attached to the sentence and assumed the thing is exist, based on Yule's theory Existential presupposition it is the assumption of the existence of the entities named by the speaker.

**Keywords:** *Presupposition, Food Advertisement, Instagram.*

## ABSTRAK

Penelitian ini menganalisis tentang praanggapan atau asumsi pada iklan makanan di Instagram. Tujuan penelitian ini adalah untuk menemukan tipe praanggapan, yang paling dominan dalam iklan makanan di Instagram. Penelitian ini dilakukan dengan menggunakan penelitian metode kualitatif. Data penelitian ini di peroleh melalui tehnik dokumentasi. Setelah di analisa, penulis menemukan 2 tipe dalam praanggapan. Data yang di kumpulkan sebanyak 47 data yang mana praanggapan eksistensial sebanyak 29 data dan praanggapan kontrafaktual sebanyak 18 data. Hasil menemukan bahwa praanggapan eksistensial adalah tipe yang paling dominan muncul untuk menyatakan praanggapan pada iklan makanan di Instagram. Alasan mengapa praanggapan eksistensial merupakan tipe yang paling dominan yang terdapat pada 47 data iklan makanan di instagram karena hampir seluruh iklan makanan di asumsikan kedalam kalimat posesif atau frasa nomina yang terdapat pada kalimat tersebut dan di asumsikan hal tersebut benar adanya. Berdasarkan teori Yule, Praanggapan Eksistensial merupakan asumsi akan benar adanya entitas dari penutur.

**Kata Kunci:** *Praanggapan, Iklan Makanan, Instagram.*

## 1. INTRODUCTION

Advertisement has been familiar to all people in the world because advertisement becomes a way to get some information about product or services. Advertisement tells people about the event, equipment, job and attractive offers to invite peoples. Each advertisement has a different way to attract consumer to buy their product. Although the media have different way to introduce their products, they have the same function, namely informing and influencing the society in order to buy and use the product or services or to follow their ideas.

There are two forms language of advertising, they are spoken language and written language. The form of advertising in written language can usually be seen in newspaper and magazine. While in spoken language, it is used on electronic media like radio, television, and mobile phone. In this era it is so easy to use the technology because we can get many information from it, such as Instagram actually everyone know how well-known this application to share the information.

Presupposition is a central topic in pragmatic. As one of the pragmatic inferences in communication, presupposition plays an important part of any message leaving the person's mind provides the meaning. In the definition of pragmatic presupposition put forward by linguists, attention was paid to the speaker, the context of utterance and the knowledge the conversant share. The writer wants to analyze presupposition in food advertisement in Instagram because the writer wants to find the meaning of the language that is used in advertisement based on the utterance or the slogan from the picture in Instagram. For example, the advertisement of the product Lays: Whatever the activities, keep cheerful with Lays crispy crackers potatoes which add joy to every bite. By enjoying the chips, the confusion can melt with the taste. Feel the sensation, restore your smile. Text of advertisement: It Takes 12 Muscles to Smile or 3 Simple Ingredients. Presupposition: If you are eating Lays, it is like taking 12 muscles to smile or 3 simple ingredients. Based on advertisement, it shows counterfactual presupposition.

Instagram is becoming very popular social media used by people for personal or business reason. Instagram broadcasts many things, ranging from movies to different types of advertisement. Hence, Instagram is one of the most effective means of product promotion for advertiser. Until now, even people from remotes places can receive Instagram broadcast and would obviously know advertising. That is why the writer is interested to an analyzing advertisement, especially food advertisement in Instagram.

## 2. THEORETICAL FRAMEWORKS

There are some relevant theories that are used for conducting this study, they are linguistics, function of language, pragmatics, presupposition, types of presupposition, advertisement Language.

### a. Pragmatics

According to Yule (1996:3) "Pragmatics is concerned with the study of meaning as communicated by speaker (or writer) and interpreted by a listener (or reader). It has consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. In addition, assumption produces the implied meaning in the certain utterance. One of the topics in Pragmatics is Presupposition. It is a term that defines an implicit assumption of what was said by the speaker in conversation.

Pragmatics is a branch of linguistics which concern with language use in context and the study of meaning related to the context or situation. Pragmatic concerns with the study of meaning as communicated by a speaker or writer and interpreted by a listener or reader. According to Yule, Pragmatics is the study of the relationship between linguistic forms and the users of those forms (Yule, 1996: 4). Potts (2014:3-4) stated that there are two kinds of presupposition, they are:

### b. Presupposition

Presupposition means studying about the case that is existed before the utterance is stated. Hudson (2000: 321) 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: 173) 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 20 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".

### c. Types of Presupposition

The function of presuppositions is to gear certain responses or predictions that are considered in accordance with the existing use of the spoken sentence. Potts (2014:3) says that presuppositions of an utterance are the pieces of information that the speaker assumes in order for their utterance to be meaningful in the current context. Yule (1996: 27) divides types of presuppositions into six, they are, existential presupposition, factive presupposition, lexical presupposition, structural presupposition, non-factive presupposition and counterfactual presupposition.

#### 1. Existential Presupposition

Existential presupposition it is the assumption of the existence of the entities named by the speaker. Entities named by the speaker are assumed to be present. Existential presupposition also could be identified by the possessive constructions or any definite noun phrases that attach to the sentence. Existential presupposition is identical to show how the existence of something can be conveyed through presupposition. The existence is showed through definite word.

#### 2. Factive Presupposition

Factive presupposition has a relation with some words, or in this case verbs, which are used to represent a fact. Those

verbs are "know, realize, regret" as well as phrases involving be, with, aware, odd, and glad. The presupposed information will be considered as factual and confirms its trustworthiness.

#### 3. Lexical Presupposition

It is different from factive presupposition which the use of particular words is for showing the truth of presupposed information, lexical presupposition uses the particular words to presuppose another concept of unstated information. The particular words are like manage, stop, start, again, and etc. Then, along with its asserted meaning, it will be interpreted that the unstated information is understood.

#### 4. Structural Presupposition

In structural presupposition, the use of certain structures will be presupposed that the part of structure is assumed and accepted to be true. The information after the structure will be interpreted to be known as the case.

#### 5. Non Factive Presupposition

It is assumed not to be true. Verbs like "dream, image, and pretend, indicates the following information is not true.

#### 6. A Counter Factual Presupposition

It is the assumption that what is presupposed is not only untrue but also the opposite of what is true, or contrary to the facts. The presupposition of this type can be seen in the use of if-clause construction where the information is not true at the time of utterance.

#### f. Advertisement Language

Advertisement is a part of promoting a product or service. Advertising is a sales message directed at a mass audience that seeks through persuasion to sell goods, services or ideas on behalf of the paying sponsor. According to Green (2012:6), advertising is "a form of communication paid for by individuals or companies, with the aim of influencing people to think or act in a particular way or providing information. Most ads aim to persuade us to buy goods or services offered by the advertiser. Advertising is an audio or visual

form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.

Advertisement in Instagram is not well fulfilled without attractive script. Text has a role to influence interesting script. Advertisers will convey text in spoken or written text, or both of them. Discourse analysis of advertising contains three structures as forming element based on their own presupposition steps to achieve the goal, such as:

1. Headline, it has function to attract audience's attention.
2. Body, it has function to attract potential consumer's interest and awareness to the product.
3. Closing, it gives another information of the advertising topic. The closing of advertising structure has function to change the consumer action.

Advertising in the food industry introduces distinct challenges to marketers while providing significant benefits at the same time. Food marketers deal with highly perishable products that can appeal to as wide or narrow of a niche as they would like.

#### **d. Food Advertisement**

Food advertisement is very likely to be able to teach whatever it wants to teach to whom is there. Food advertising is one of the important influences that determine consumer food and nutrition knowledge. Functional foods play a significant role in human health as well as animal health, usually foods which are claimed to provide some health benefit beyond basic nutrition.

Food advertising can leverage sensual appeals, taste, smell, sight, texture on a more powerful level than other product categories, and food products can appeal to consumers on a practical, physiological and emotional level at once. Advertising has special terms to capture audience 'attention'. The main goal of the company is to communicate with the audience so that their products or services will be purchased.

#### **e. Instagram**

Instagram (sometimes shortened to Insta or IG) is an online photo and video sharing social networking service. It allows users to take pictures and videos, apply digital filters to them and share them to their followers. <http://simple.m.wikipedia.org/wiki/Instagram>.

Why use Instagram? One reason is because Instagram is so popular. Instagram is a simple way to capture and share the world's moment. On average, 100 hours of video or picture are uploaded to Instagram every minute, so there's always something new to find. Nowadays Instagram becomes one of the important platform to promote the product or services. Many businesses are promoting on Instagram such as clothing, jewelry, make up, and food, and they are achieving success on Instagram.

Advertising is a very cost-effective tool for communicating with large audience. It is used to create brand image and too encourage the customers also get an advantage as they get information and knowledge about new products, price, uses etc. It leads to higher economic growth, increase in standard of living, national income, employment etc. Advertisements can also be interpreted as a notification to the prospective consumers about goods or services sold and installed in mass media, such as newspapers, magazines, and electronic media such as radio, television internet and Instagram.

### **3. RESEARCH DESIGN**

In this study, the writer conducted a qualitative methods. It is aimed at describing types of presupposition in Food advertisement in Instagram.

The statements of problems of the study which relate to conflict of the main character are formulated as follows:

1. What are the types of presupposition of food advertisement used in Instagram?
2. What is the most dominant type of presupposition used in food advertisement in Instagram?

3. What are the reason of the most dominant type of presupposition in food advertisement in Instagram?

The data were collected through the following procedures:

1. Finding appropriate food advertisements in Instagram.
2. Selecting and writing the sentences that contain presupposition in the food advertisement in Instagram.

#### **4. DISCUSSION**

Having collected the data taken from 47 data of Presupposition of Food Advertisement in Instagram. In other words, the data of this research is language and then the source data of this research is the internet. As for this study, the writer uses presupposition to be her study. The theory of presupposition is based on Yule's theory (1996) about presupposition.

##### **A. Types of Presupposition of Food Advertisement in Instagram (Snack)**

The writer identifying types of presupposition of snack as many as twelve of food advertisement.

###### **1. Lays**

Text of advertisement: The Perfect Side of Summer.

Presupposition: If you are eating Lays, you can enjoy the perfect side of summer.

Extract 1 above shows counterfactual presupposition. According to Yule's theory, counterfactual presupposition has a meaning that what is presupposed not only not true, but it is opposite of what true, or contrary to facts. If you are eating Lays is categorized as If-clause which is not true at the time of utterance.

Text of advertisement: It's your lucky day.

Presupposition: Everything you need, lays submit your flavor.

Extract 2 above is identified as existential presupposition. Based on Yule (1996:27), existential presupposition is existence of the entities named. Lays is the one of food brand.

In extract 3, the phrase your flavor is categorized as possessive contraction, because "your" included as possessive adjective, therefore the writer assumes that it is existential presupposition.

###### **2. Silverqueen Greentea**

Text of advertisement: Sit Back, Eat Silver Queen Green Tea Chill.

Presupposition: SilverQueen GreenTea is the best chocolate for your goodday.

Text of SilverQueen GreenTea in extract 4 above is identified as existential presupposition. Based on Yule (1996:27), existential presupposition is existence of the entities named.

Extract 5 above shows existential presupposition. According to Yule (1996:27) existential presupposition is assumed to be present in possessive contraction. In extract 5, the phrase your good day is categorized as possessive contraction, because "your" included as possessive adjective, therefore the writer assumes that it is existential presupposition.

Text of advertisement: The more we share, the more we have.

Presupposition: Fill your life with the green goodness of matcha.

Extract 6 above shows existential presupposition. According to Yule (1996:27) existential presupposition is assumed to be present in possessive contraction. In extract 6, the phrase your life is categorized as possessive contraction, because "your" included as possessive adjective, therefore the writer assumes that it is existential presupposition.

###### **3. Fitbar**

Text of advertisement: Snack with no worries.

Presupposition: There is a healthy snack of wafer, it is fitbar snacking with no worries.

Extract 7 above is identified as existential presupposition. Yule explains that existential presupposition assumes the thing is exist. In extract 7 there is a healthy snack of wafer refers to existence of things.

Extract 8 is identified as existential presupposition. Yule explains that existential presupposition is the existence

of the entities named. Fitbar is one of snack as a healthy snack.

Text of advertisement: Feeling super.

Presupposition : Take charge of your health, keep fit with Fitbar.

Extract 9 above shows existential presupposition. According to Yule (1996:27) existential presupposition is assumed to be present in possessive contraction. In extract 9, the phrase your health is categorized as possessive contraction, because “your” included as possessive adjective, therefore the writer assumes that it is existential presupposition.

Extract 10 above is identified as existential presupposition. Based on Yule (1996:27), existential presupposition is existence of the entities named. Fitbar is the one of food brand.

#### 4. Oreo

Text of advertisement: Little Things that Make Us Happy.

Presupposition : If your family eating Oreo, they will feel happy.

Extract 11 showed existential presupposition. Yule (1996:27) explains that existential presupposition is assumed to be present in possessive contraction. Phrase of your family is identified as possessive contraction, because “your” is included as possessive adjective, therefore the writer assumes that it is existential presupposition.

Extract 12 above categorized as counterfactual presupposition. If your family eating Oreo, includes if-clause which is not true at the time of utterance.

Text of advertisement: Oreo sketch and guess live.

Presupposition : When you feel like need holiday, oreo fulfil your spirits.

Extract 13 is identified as existential presupposition, Yule explains that existential presupposition is the existence of the entities named. Oreo is one of food brands.

Extract 14 shows existential presupposition. Yule (1996:27) explains that existential presupposition is assumed to be present in possessive contraction. Phrase of your spirits is identified as

possessive contraction, because “your” is included as possessive adjective, therefore the writer assumes that it is existential presupposition.

#### 5. Chitato

Text of advertisement: Life is Never Flat.

Presupposition : If you are eating Chitato, will instantly boost your mood and never flat for the whole day with wavy slices.

Extract 15 above is categorized as counterfactual presupposition. If you are eating Chitato, includes if-clause on Yule’s theory has a meaning which is not true at the time of utterance.

Extract 16 shows existential presupposition. Yule (1996:27) explains that existential presupposition is assumed to be present in possessive contraction. Phrase of your mood is identified as possessive contraction, because “your” is included as possessive adjective, therefore the writer assumes that it is existential presupposition.

#### 6. Snickers

Text of Advertisement: How I Feel When I Don’t Have A Snickers

Presupposition : If you don’t have a snickers, you will feel miserable.

Extract 17 above shows counterfactual presupposition. Counterfactual presupposition based on Yule’s theory has a **meaning** that what is presupposed not only not true, but it is opposite of what true, or contrary to facts. In the If-clause is not true at the time of utterance.

Text of advertisement: Snickers crunchy, Snickers creamy

Presupposition : Taste the crunchy and creamy wafer if you are eating Fitbar.

Extract 18 above shows counterfactual presupposition. According to Yule’s theory, counterfactual presupposition has a meaning that what is presupposed not only not true, but it is opposite of what true, or contrary to facts. If you are eating Fitbar is categorized as If-clause which is not true at the time of utterance.

## 7. Tango

Text of Advertisement: WFH (Wafer From Home)

Presupposition : You can enjoy your quality time with Tango whatever your activities.

Extract 19 is identified as existential presupposition. Yule explains that existential presupposition is the existence of the entities named. TANGO is one of food brands.

Extract 20 shows existential presupposition. Yule (1996:27) explains that existential presupposition is assumed to be present in possessive contraction. Phrase of your activities is identified as possessive contraction, because "your" is included as possessive adjective, therefore the writer assumes that it is existential presupposition.

## 8. Harvest

Text of Advertisement: Quick & Tasty for Iftar and Sahur

Presupposition : Now on everything easier, if you don't like to waiting for a long time of a cake just take the bread with many variants and taste the famous cake of the Harvest.

Extract 21 is identified as counterfactual presupposition. Counterfactual presupposition based on Yule's theory has a meaning that what is presupposed not only not true, but it is opposite of what true, or contrary to facts. In the sentence of if you don't like shows If-clause is not true at the time of utterance.

Text of advertisement : Strawberry oat cheesecake, high fiber.

Presupposition : Taste high fiber strawberry oat cheesecake, if you want to try the new cake of the Harvest.

Extract 22 is categorized as counterfactual presupposition. According to Yule's theory, counterfactual presupposition has a meaning that what is presupposed not only not true, but it is opposite of what true, or contrary to facts. If you want to try the new cake of the Harvest is categorized as If-clause which is not true at the time of utterance.

## 9. Pringles

Text of Advertisement: Chips, so delicious. Wish there were twice as many. I'll buy a mirror.

Presupposition : If you are eating Pringles, you can taste the delicious of chips.

Extract 23 shows counterfactual presupposition. If you are eating Pringles includes if-clause which is not true at the time of utterance.

Text of advertisement: Big crunch, Big flavor

Presupposition : You can handle your boring day with Pringles.

Extract 24 shows existential presupposition. Yule (1996:27) explains that existential presupposition is assumed to be present in possessive contraction. Phrase of your boring day is identified as possessive contraction, because "your" is included as possessive adjective, therefore the writer assumes that it is existential presupposition.

## 10. Chicken Holic

Text of Advertisement: Good Choice.

Presupposition : There are so many fried chicken but only Chicken Holic can will arouse your taste.

Extract 25 is categorized as existential presupposition. Yule (1996:27) explains that existential presupposition is assumed to be present in possessive contraction. Phrase of your taste is identified as possessive contraction, because "your" is classified as possessive adjective, therefore the writer assumes that it is existential presupposition.

Text of advertisement: Holic big bite

Presupposition : Must try the big bite of chicken holic it will free your busy activities.

Extract 26 categorized as an existential presupposition. Yule (1996:27) explains that existential presupposition is assumed to be present in possessive contraction. Phrase of your busy activities is identified as possessive contraction, because "your" is included as possessive adjective, therefore the writer assumes that it is existential presupposition.

## 11. Offle

Text of Advertisement: Topping Offle with Vitamin C

Presupposition : Offle with vitamin c is the best choice of snack for snacking, anytime and anywhere enjoy offle!

Extract 27 is identified as an existential presupposition, Yule explains that existential presupposition is the existence of the entities named. OFFLE is one of food brands.

Text of advertisement: Eat, selfie, share and tag

Presupposition : If you enjoy every bite of offle be part of sharing the happiness.

Extract 28 is categorized as counterfactual presupposition. According to Yule's theory, counterfactual presupposition has a meaning that what is presupposed not only not true, but it is opposite of what true, or contrary to facts. If you enjoy every bite of offle is categorized as If-clause which is not true at the time of utterance.

## 12. Pocky

Text of Advertisement: Happiness is A Choice

Presupposition : If you take Pocky, you will find the happiness of life because the happiness is important things.

Extract 29 is categorized as counterfactual presupposition. According to Yule's theory, counterfactual presupposition has a meaning that what is presupposed not only not true, but it is opposite of what true, or contrary to facts. If you take pocky is categorized as If-clause which is not true at the time of utterance.

Text of advertisement: Pocky is perfect for sleepovers

Presupposition : Whatever the occasion, pocky is perfect for any day.

Extract 30 is identified as an existential presupposition, Yule explains that existential presupposition is the existence of the entities named. Pocky is one of food brands.

## B. Types of Presupposition of Food Advertisement in Instagram (Meal)

The writer identifies the types of presupposition in meal as many as six of food advertisement.

### 1. Richeese Factory

Text of advertisement: Dare to try the hottest burger?

Presupposition : If you dare to try the hottest burger, it will blow your mind.

The explanation above is classified into two extracts and two types of presupposition. Extract 1 is counterfactual presupposition, if you dare to try the hottest burger is categorized as If-clause which is not true at the time of utterance.

Extract 2 is existential presupposition. Yule (1996:27) explains that existential presupposition is assumed to be present in possessive contraction. Phrase of your mind is identified as possessive contraction, because "your" is classified as possessive adjective, therefore the writer assumes that it is existential presupposition.

Text of advertisement: Fire chicken bites

Presupposition : If you want to get cheaper fire chicken bites don't forget to buy hungry cheese box.

Extract 3 is categorized as counterfactual presupposition. According to Yule's theory, counterfactual presupposition has a meaning that what is presupposed not only not true, but it is opposite of what true, or contrary to facts. If you want to get cheaper fire chicken bites is categorized as If-clause which is not true at the time of utterance.

### 2. Burger king

Text of advertisement: Only fresh, delicious ingredients fit for a king.

Presupposition : Only Burger King is served for a king.

In the Extract 4 above shows existential presupposition, Yule explains that existential presupposition is the existence of the entities named and also Burger King is one of the food brands.

Text of advertisement: Things are gonna get hot.

Presupposition : Feel the new sensation and find your mood booster with Burger King.



Extract 5 is existential presupposition. Yule (1996:27) explains that existential presupposition is assumed to be present in possessive contraction. Phrase of your mood booster is identified as possessive contraction, because “your” is classified as possessive adjective, therefore the writer assumes that it is existential presupposition.

### 3. Sushi Tei

Text of advertisement: Think sushi, think Sushi Tei.

Presupposition : If you want the real of sushi, you just think of Sushi Tei.

Extract 6 above shows two types of presupposition. If you want the real of sushi as counterfactual presupposition included if-clause on Yule’s theory has a meaning which is not true at the time of utterance and you just think of Sushi Tei as an existential presupposition in extract 7 above is identified as existential presupposition. Based on Yule (1996:27), existential presupposition is existence of the entities named. Sushi Tei is the one of food brand.

Text of advertisement: A good deal of sushi?  
Presupposition : If you want a good deal of sushi, find it with Sushi Tei.

Extract 8 is categorized as counterfactual presupposition. According to Yule’s theory, counterfactual presupposition has a meaning that what is presupposed not only not true, but it is opposite of what true, or contrary to facts. If you want a good deal of sushi is categorized as If-clause which is not true at the time of utterance.

### 4. Wendys

Text of advertisement : If we can’t hug, let’s nug.

Presupposition : If you can’t hug with your friends, you can celebrate it with having the hottest nugget of Wendys.

From the explanation above there are three extracts, it can be categorized to two types of presupposition: if you can’t hug in extract 9 is identified as counterfactual presupposition According to Yule’s theory, counterfactual presupposition has a meaning that what is presupposed not only

not true, but it is opposite of what true, or contrary to facts. Included if-clause on Yule’s theory has a meaning which is not true at the time of utterance. Your friends in the extract 10 as an existential presupposition Yule (1996:27) explains that existential presupposition is assumed to be present in possessive contraction. Phrase of your friends is identified as possessive contraction, because “your” is included as possessive adjective, therefore the writer assumes that it is existential presupposition. Wendy’s in Extract 11 is identified as existential presupposition. Yule explains that existential presupposition is the existence of the entities named. Wendy’s is one of the food brands.

Text of advertisement: Rise to a glorious new day

Presupposition : You can get your Wendy’s favorites every day.

Extract 12 categorized as an existential presupposition. Yule (1996:27) explains that existential presupposition is assumed to be present in possessive contraction. Phrase of your Wendy’s favorites is identified as possessive contraction, because “your” is classified as possessive adjective, therefore the writer assumes that it is existential presupposition.

### 5. Kfc

Text of advertisement: You have the secret recipe to my heart.

Presupposition : KFC still number one to my heart with special recipe.

Extract 13 above shows existential presupposition. Yule explains that existential presupposition is the existence of the entities named. KFC is one of the familiar food brands in the world. My heart in extract 14 is an existential presupposition, the phrase my heart is categorized as possessive contraction, because “my” is included as possessive adjective, therefore the writer assumes that it is existential presupposition.

Text of advertisement: Eat like a champion.  
Presupposition : If you are eating KFC, you like a champion.

Extract 15 above shows two types of presupposition. If you are eating KFC as counterfactual presupposition included if-clause on Yule's theory has a meaning which is not true at the time of utterance.

#### **6. Marugameudon**

Text of Advertisement: Chicken so Juicy, you won't believe it's breast meal.

Presupposition : You will unbelievably that chicken in cheesy chicken katsu curry udon so juicy, if you don't try to eating it.

Extract 16 if you don't try to eating it, is categorized as counterfactual presupposition. According to Yule's theory, counterfactual presupposition has a meaning that what is presupposed not only not true, but it is opposite of what true, or contrary to facts. If-clause on Yule's theory has a meaning which is not true at the time of utterance.

Text of advertisement: Udon before party.

Presupposition : If you want to go to party, make sure to taste don first.

Extract 17, If you want to go to party is identified as counterfactual presupposition According to Yule's theory, counterfactual presupposition has a meaning that what is presupposed not only not true, but it is opposite of what true, or contrary to facts. included if-clause on Yule's theory has a meaning which is not true at the time of utterance.

Based on the data analysis above the writer finds two types of Presupposition of Food Advertisement in Instagram they are existential presupposition and counterfactual presupposition.

#### **C. The Most Dominant Type of Presupposition of Food Advertisement in Instagram**

After doing the analysis of the types of presupposition of Food Advertisement in Instagram of Snack and Meal, the writer concludes the dominant type of Presupposition of Food Advertisement in Instagram is Existential Presupposition. It is 47 Presupposition which consist of 29 Existential Presupposition (61, 00%) and 18 occurrences for Counterfactual Presupposition (39, 00%). After the writer found the types of Presupposition of Food

Advertisement in Instagram for snacks, the writer identified that there are two types of Presupposition they are existential presupposition for Snack as many as 20 data and counterfactual presupposition as many as 10 data and for Meal the writer identified that there are two types of Presupposition they are existential presupposition as many as 9 data and counterfactual presupposition as many as 8 data. Based on the explanation above the most dominant type of presupposition in Instagram Food Advertisement was existential presupposition. Because there were found sentences that consist of existential presupposition that assumed to be present in possessive contraction and assumed the thing is exist.

#### **D. The Reasons of the Use of Presupposition of Food Advertisement in Instagram**

Based on the explanation above, the writer finds some reasons of using presupposition of Food Advertisement in Instagram. It is found that the existential presupposition becomes the most dominant type of Presupposition in Instagram Food Advertisement. The reason of using existential presupposition is to convey information appropriately to the reader or the customer with the aim of types of presupposition being conveyed clearly and unambiguously. The using of presupposition in advertisement is informative message about product and helps brands tell stories about the specialties of the products and creates lasting impressions on audiences. Among other benefits is to attract the customers to buy the products.

#### **5. CONCLUSION**

Based on the result of the analysis of Presupposition of Food Advertisement in Instagram, the conclusions are as follows:

1. The types of Presupposition of Food Advertisement in Instagram are existential presupposition as many as 29 and counterfactual presupposition as many as 18.
2. The Most Dominant Types of Presupposition of Food Advertisement in Instagram is existential

presupposition with 29 occurrences or 61, 00% in percentage.

3. The reasons of using Presupposition of Food Advertisement in Instagram is because Presupposition is informative message about product and helps brands tell stories about the specialties of the products and creates lasting impressions on audiences.

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