

CHAPTER I

INTRODUCTION

Introduction is the first step in conducting research. This chapter contains an introduction consisting of background, research problem, aims of study, and significance study.

1.1. Background

In today's modern era, technology is developing very rapidly. Accessing information becomes very easy for us wherever and whenever we want. One of the most influential information today is TV. In almost every home you can find TV's with various brands and shapes. TV is an access to information that is very easy to find. Apart from being an information medium, TV is also a medium of entertainment for the community, both for parents and for children.

Currently, with the development of technology, many private stations have emerged with various kinds of shows that are only entertaining or that only focus on education. Now one of the shows that is popular among the public is a TV program hosted by one of the well-known motivators, namely Mario Teguh. Where the program he is presenting focuses on educating the audience. Where in the event which he called "Golden Ways" became an event that was considered to inspire many people through the utterance and presupposition that he conveyed.

Yule (1996:25-30) points out that presupposition is a way before making an utterance by a speaker. This is the way of assumptions, and we called it as a presupposition. This presupposition is only exist in the speaker's mind, not a sentence. This is the relationship between the concept and the utterance of the speaker. In this research, the writer will analyze Mario Teguh's Presupposition in The Golden Ways Program.

The object of this research is uttered by Mario Teguh. There are some reasons for choosing this topic. One of them is this topic needs to be analyzed to get a good understanding between speaker and listener and to achieve successful communication between them the listener must first understand the presupposition of the presupposition of the speaker's utterance. Presupposition will help us understand the utterance, because the writer uses pragmatic view, especially presupposition approach in analyzing the data. Before the writer describes the presupposition used by Mario Teguh and analyzes the data, she used 6 types of presupposition proposed by Yule (1996). Based on the background above, the writer conducted as a study under the title: **A DESCRIPTIVE STUDY ON TYPES OF PRESUPPOSITION FOUND IN THE "GOLDEN WAYS" A TV PROGRAM HOSTED BY MARIO TEGUH.**

1.2 Research Problem(s)

In accordance with the background above, the research question can be formulated by the researcher as follows: “What are the types of presupposition found in the “Golden Ways” a TV program hosted by Mario Teguh”?

1.3 Aim (s) of study

The aim of this research is to find the types of presupposition found in the “Golden Ways” a TV program hosted by Mario Teguh.

1.4 Significance of Study

The significances of the study are as follows:

1.4.1 Implication

The result of the studied support the theory of Yule (1996) uncover An analysis of presupposition found in the Golden Ways: there are six types namely:

- 1) Existential Presupposition, 2) Factive Presupposition, 3) Lexical Presupposition, 4) Structural Presupposition, 5) Non-factive Presupposition, 6) Conterfactual Presupposition.

1.4.2 Application

This study is useful for writers in developing and enriching research knowledge, especially in analyzing a descriptive study on types of presupposition found in the “Golden Ways” a TV program hosted by Mario Teguh. This research can also be considered as a plus for those who want to find out about a descriptive study on types of presupposition.