

MARIO TEGUH'S PRESUPPOSITION IN THE "GOLDEN WAYS"
PROGRAM IN *THE MAKING OF JODOH* EPISODE

Submitted by :

FERINA KUMALA DEWI

NIM : 13020110110038

FACULTY OF HUMANITIES
DIPONEGORO UNIVERSITY
SEMARANG

2015

ABSTRAK

Mario Teguh, sebagai seorang motivator, tentunya memiliki banyak strategi dalam berkomunikasi dengan penonton. Berbagai pilihan kata yang digunakan adalah strategi untuk menyampaikan informasi dan pesan kepada penonton. Salah satu strategi dalam berkomunikasi yang ia lakukan adalah dengan pra anggapan (*presupposition*). Penulis tertarik untuk menganalisis *presupposition* ini karena setiap orang melakukan komunikasi setiap hari. Penelitian ini termasuk dalam penelitian pragmatik yaitu *Pragmatic Presupposition*. Metode yang digunakan dalam mengumpulkan data adalah metode simak bebas libat cakap kemudian data dianalisis dengan metode padan pragmatik. Hasil penelitian menunjukkan bahwa Mario Teguh menggunakan 6 *presupposition* oleh Yule dalam berkomunikasi yaitu *factive presupposition*, *existensial presupposition*, *non factive presupposition*, *lexical presupposition*, *structural presupposition*, dan *counterfactual presupposition*. Dalam penelitian ini juga menunjukkan bahwa Mario Teguh menggunakan *shared knowledge* untuk memotivasi penonton.

Kata Kunci : *Presupposition*, *Shared Knowledge*, Komunikasi

CHAPTER I

INTRODUCTION

I.1 Background of the Study

Nowadays, many people with good speaking ability become a motivator. A motivator is a person who can motivate. There is no special criterion for this because anyone can be a motivator, regardless his or her background and profession. In this era, one of the famous motivators is Mario Teguh. He uses one of speech strategies which is able to give some effects to the audience. One of the strategies he used was a presupposition which is the strategy of how he assumed first before doing or saying something.

I.2 Research Problems

1. What kinds of presuppositions are used by Mario Teguh in his utterance?
2. What is the presupposed meaning resulted from this utterance?
3. What kind of shared knowledge used by Mario Teguh to motivate audience?

I.3 Purpose of the Study

1. To identify some kinds of presupposition in Mario Teguh's utterance.
2. To understand the presupposed meaning in Mario Teguh's utterance.
3. To analyze what kind of shared knowledge in Mario Teguh's utterance which motivate audience.

CHAPTER II

REVIEW OF LITERATURE

II.1 Pragmatics

There are some explanations about Pragmatics by some linguists. According to Horn and Ward (2004: 192) pragmatics is the study of relation between meaning and context. This study is not only dealing with meaning intended by the speaker or hearer, but also the context of the conversation.

II.2 Pragmatic Presupposition

II. 2. 1 Definition of Pragmatic Presupposition

In pragmatic presupposition, a word or a sentence can be interpreted into a meaning which is not being tied to the literal meaning, but to its context. According to Yule (1996: 25-30), *a presupposition* is the speaker's assumption before making an utterance.

II. 2. 2 Kinds of Pragmatic Presupposition

Yule (1996: 25-30) explains that there are 6 types of presupposition and each type has different function:

- A. *The existential presupposition*
- B. *A factive presupposition*
- C. *Lexical presupposition*
- D. *Structural presupposition*
- E. *A non-factive presupposition*
- F. *A counterfactual presupposition*

II. 3 Implicature

Implicature is indirect expression in a spoken or written language. Indirect expression is an implied meaning which is not reflected in the utterance. In implicature, we can convey meaning more than what we said. Implicature is the speaker's way of saying something even though neither expressed nor strictly implied.

II. 4 Entailment

There is a relationship that applies between two sentences. This relationship is called as entailment. In this relationship, the truth of one sentence affects the other sentences. Yule (1996) points out that entailment is something that logically exist or follow what is stated in the speech. The information can be identified as accurate assumption to be associated with the utterance.

CHAPTER III

RESEARCH METHODS

Making a research project is an effort to solve a problem. Functions of research are to explain and to answer the problem as well as provide the possible alternative that can be used in solving a problem. There are some methods to be used by the writer in doing a research. These methods will be explained in this chapter.

There are some techniques that have been conducted by the writer in analyzing the data. First, the writer collected data from internet source by documentation technique with *non-participant observation* or called *SLBC*, continued to *note taking* then *coding system* and then she classified the data into 6 kinds of presupposition as suggested by Yule (1996). Second, this is the process of translating. The data are in *Bahasa Indonesia*, so she translates the data into English. Third, she changes the sentence from positive form into negative form. This step is to check the presupposition in the sentence. Finally, she explained some presuppositions as suggested by Yule and shared knowledge which used by Mario Teguh to motivate audience. The writer will explain the data according to the function of presuppositions which exist in the Mario Teguh's utterance.

CHAPTER IV

DATA ANALYSIS

The writer has obtained data and then analyzed them. They are categorized by the type of its presuppositions. Here are analyses of the data, the writer classified them into 6 types of presuppositions suggested by Yule (1996) :

IV.1 The existential presupposition

(1) Episode “The Making of Jodoh”, segment 1

Situation : In this first segment, Mario Teguh explains the meaning of mate to the audience. In every segment, there is a discussion session. In this session, the audience is welcome to ask Mario Teguh.

(a) *Jodoh-jodoh yang berkualitas.*

(Mates who are qualified).

(b) *Jodoh-jodoh yang tidak berkualitas.*

(Mates who are not qualified).

(c) There are mates.

In this utterance, Mario Teguh explained of mate. The existential presupposition of both sentences is ‘there are mates’. ‘Mates’ still exist even though the sentence is negated. This is one of the existential presupposition’s characteristics that there is an existing noun in the utterance.

There is a shared knowledge between Mario Teguh and the audience that ‘there are mates’. This shared knowledge used by Mario Teguh to motivate the audience. He wanted the audience know that there is a qualified mate. Mario Teguh also explained how to be a good self to get a qualified mate. The audience will not only know that there is a qualified mate, but also they will improve their self to be a good self to get a qualified mate

IV.2 A factive presupposition

(1) Episode “The Making of Jodoh”, segment 6

Situation : This is the segment 6 where the host asks Mario teguh about ‘Is the quarrel as a sign that they are not mate?’, then Mario Teguh explained.

(a) *Banyak orang menyadari bahwa pertengkaran itu tanda baik.*
(Many people realize that a quarrel is a good sign).

(b) *Banyak orang tidak menyadari bahwa pertengkaran itu tanda baik.*
(Many people do not realize that a quarrel is a good sign).

(c) A quarrel is a good sign.

The word ‘realize’ in Mario Teguh’s utterance refers to a fact condition. The fact condition is ‘quarrel is a good sign’, even they were realize or do not realize. ‘Realize’ is a word that affects a fact condition, so this is a factive presupposition.

The shared knowledge between Mario Teguh and audience is ‘a quarrel is a good sign’. This shared knowledge used by Mario Teguh in his utterance to motivate audience. The sentence (b) is Mario Teguh’s utterance. He explains when people are in a quarrel, they have to realize that it is a good sign. This is not about wrong and right in a quarrel. The most important is to understand each other.

IV.3 Lexical presupposition

Episode “The Making of Jodoh”, segment 2

Situation : In segment 2, Host asked “ how to be the best self so we can get the best mate”. Then Mario Teguh explained it. He purposes not only to answer the question, but also to have shared knowledge between Mario Teguh, Host, and Audience.

(a) *Wanita paling kesal dengan laki-laki yang hanya berjanji terus.*

(A woman really angry with a man who only keeps on promising).

(b) *Wanita paling tidak kesal dengan laki-laki yang hanya berjanji terus.*

(A woman does not really angry with a man who only keeps on promising).

(c) A man who only keeps on promising.

The phrase 'keep on promising' is closely meant to 'always promise'. The sentence 'A man who only keep on promising' means a man had promised not just once. He did it before so many times, even it's completed or not. It is like a repetition, something happened in the past, present, and future. He always promises. The phrase 'keep on promising' indicates the sentence (a) has a lexical presupposition.

A shared knowledge between Mario Teguh and audience is 'a man who only keeps on promising'. This is a bad concept about a man. In this concept, man is never completed his promise. Mario Teguh motivates man to be a good man because a woman really angry with man who only keeps on promising.

IV.4 Structural presupposition

The Making of Jodoh episode, segment 6

Situation : Mario Teguh explains how we meet our mate. This is one of his utterance.

(a) *Dimana peran kita untuk berupaya ?*

(Where is our role to try ?)

(b) *Dimana peran kita untuk tidak berupaya?*

(Where is our role not to try ?)

(c) We try.

The structure of interrogative sentence in (a) has been conventionally interpreted in the presupposition. The information which exists after the *wh*-question has been known as true. 'When' and 'where' is the question word that indicates as structural presupposition.

'We try' is the shared knowledge between Mario Teguh and audience. The sentence (a) is Mario Teguh's utterance. In this segment, audience asking a question to Mario Teguh how to get a mate. Here, he motivates audience that many people try, but they just do not know where they have to try. If we have not able to try, we have to believe that God will help us. Mario Teguh advise his audience always try improve their self to be a good people and try to get a mate.

IV.5 A non Factive presupposition

(1) Episode 'The Making of Jodoh', segment 1

Situation : Mario Teguh explain how to be a better self and how to get a good mate.

(a) *Anda memimpikan laki-laki yang mapan.*

(You dream of financially secure man).

(b) *Anda tidak memimpikan laki-laki yang mapan.*

(You do not dream of financially secure man.

(c) A man who are not financially secure.

The word 'dream' is one of non-truth conditional presupposition. In non-factive presupposition, the information after the word 'dream' assumed to be untrue. The man is something unreal because he only exists in the mind. There is no financially secure man. The woman can only dream about a good man who she hopes to be with. The word 'dream' indicates a non-factive presupposition.

Here, Mario Teguh have a shared knowledge with audience that a financially secure man is the woman's dream. Mario Teguh explains that a woman wants to have a good life with some properties or investations. This is not because they are materialistic. This is because they are aware about cost-living and life-insurance. Mario Teguh motivates a man to be a financially secure man, at least they can be a resposible husband for their wife.

IV.6 A counter factual presupposition

The Making of Jodoh episode, segment 4

Situation : Mario Teguh explains to the audience, there is no a question or response from the audience.

(a) *Kalau dia betul betul jodohmu, dijaga Tuhan untuk terus bersama.*

(If he is really your mate, God keeps being together).

(b) *Kalau dia bukan jodohmu, dijaga Tuhan untuk terus bersama.*

(If he is not really your mate, God does not keep being together).

(c) He is not your mate.

At the time of utterance, the sentence “if he is really your mate” presupposes the opposite, so it will be “he is not your mate”. The word ‘if’ describes unreal situation of the speaker. According to its presupposition and *if*- clause, this sentence is one of a counter factual presupposition.

Mario Teguh motivates audience to be calm in getting a mate. God has decide a right man or women to be a mate. What they have to do is how to be a good people to get a good mate.

CHAPTER V

CONCLUSION

In this research, Mario Teguh used all type of pragmatic presupposition such as; existential presupposition, factive presupposition, lexical presupposition, structural presupposition, a non factive presupposition, and a counter factual presupposition.

Shared knowledge is very important to make inference. In this program, Mario Teguh, as the speaker, have a shared knowledge between him and the audience. So, he explained and served information pertinent to the topic. This shared knowledge will help him in giving a motivation. Mario Teguh, as the speaker, used presupposition before making an utterance in this program. We also use presupposition in a conversation in our daily life.

REFERENCES

Arikunto, Suharsimi. 1992. *Prosedur Penelitian suatu Pendekatan Praktik*.

Jakarta: Rineka Cipta.

Bernstein, Denna K, and Ellenmorris Tiegerman. 2008. *Language and*

Communication Disorders in Children 6th Edition. Cambridge:

Pearson Publishing.

- Brinton, Laurel J. 2000. *The Structure of Modern English : A Linguistic Introduction*. Amsterdam: John Benjamins Publishing Company.
- Cruse, Alan. 2006. *A Glossary of Semantics and Pragmatics*. Edinburgh: Edinburgh University Press Ltd.
- Cruse, Alan. 2000. *Meaning in Language: An Introduction to Semantics and Pragmatics*. Oxford: Oxford University Press.
- Februana, Dewi Masyitoh. 2008. A Pragmatic Presupposition Analysis on Advertisement in 'Kartini' Magazine (From March to December 2004). Semarang: Thesis. Diponegoro University.
- Fromkin, Victoria, Robert Rodman, and Nyna Hyams. 2011. *An Introduction to Language 9th Edition*. Wadsworth: Cengage Learning.
- Horn, Laurence R, and Gregory Ward. 2004. *The Handbook of Pragmatics*. Oxford: Blackwell Publishing Ltd.
- Hornby, A. S. 1995. *Oxford Advanced Learner's Dictionary*. Oxford: Oxford University Press.
- Kusumaningsari, Ratih. 2010. Praanggapan Pragmatic pada Novel 'The Alchemist' karya Paulo Coelho (kajian atas ujaran tokoh Santiago). Semarang: Thesis. Diponegoro University.
- Levinson, Stephen C. 1995. *Pragmatics*. Cambridge: Cambridge University Press.
- O'Grady, William, Michael Dobrovolsky, and Francis Katamba. 1997. *Contemporary Linguistics: An Introduction*. London: Longman.
- Palmer, F. R. 1981. *Semantics*. Cambridge: Cambridge University Press.
- Sudaryanto. 1993. *Metode dan Aneka Teknik Analisis Bahasa: Penelitian Wahana Kebudayaan secara Linguistik*. Yogyakarta: Duta Wacana University Press.