

PRESUPPOSITION ANALYSIS IN MARINA TASHA'S TIKTOK ADVERTISING VIDEOS

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Received: 29th July 2026

Accepted: 5th August 2026

Published: 4th September 2026

Abstract

Pragmatic presuppositions play an essential role in communication by conveying implicit information. In the digital age, social media platforms such as Instagram and TikTok facilitate connections and information sharing, making them ideal places for promotional content. This study analyzed pragmatic presuppositions in Marina Tasha's TikTok videos advertising food products, focusing on Yule's (1996) theory of presupposition and Williamson's (1979) advertising techniques. Although many researchers have explored pragmatic presuppositions, research on TikTok is limited, revealing a gap between theoretical frameworks and digital practices. The objective of this study is to identify the types of presuppositions in the videos, analyze potential misunderstandings arising from trigger words, and explain why these misunderstandings occur. Using qualitative content analysis, this study examined the utterances in TikTok advertising videos. Furthermore, the findings indicated existential presuppositions dominated (87.8%), followed by structural (5.8%), factual (4.5%), lexical (1.3%), and non-factual (0.6%), with no counterfactual presuppositions. Moreover, the study results revealed that the existential presupposition, which explains existence, is the most commonly used in TikTok advertisement videos that focus on the product itself. In addition, the trigger words from the presuppositions highlighted the misinterpretation, which can lead to misunderstanding among listeners. However, in the result, the use of trigger words was intentional in the advertisement function. It can persuade listeners or viewers to be interested in the product.

Keywords: *Advertisement; misinterpretation; pragmatics; presupposition; TikTok*

1. Introduction

Pragmatics is the study of what speakers mean (Yule, 1996). It is a branch of linguistics that studies how meaning is understood. This definition indicates that pragmatics analyzes meaning to interpret the context of spoken or written language. Horn and Ward (2004) state that pragmatic theory comprises six subfields: implicature, presupposition, speech acts, reference, and (in)definiteness. This study examines the use of presupposition in TikTok advertising videos by influencers who create content in English and explores how it can lead to misunderstandings among audiences or consumers. Presupposition is a branch of pragmatics that studies the implicit information assumed to be shared in communication. It refers to what a speaker believes to be true or already known by the listener (Yule, 2010). According to the theory, presupposition occurs when the speaker and the interlocutor must share a context to understand the meaning. Yule (1996) identifies six types of presupposition: existential, non-factive, factive, lexical, structural, and counterfactual. Presupposition can be found in an utterance. For instance, the factive presupposition triggered by the verb "know" is treated as a fact. For instance, "She knows that the class has been canceled." It assumes that the class has indeed been canceled.

Research on presupposition attracts considerable attention, particularly in advertising. Li (2023) analyzed the distribution and functions of various types of presuppositions in cosmetics advertisements on Instagram. This study adopted a psychological perspective grounded in Chen's (1998) theory and employed both quantitative and qualitative research methods. Furthermore, a recent study by Wei and Ma (2025) conducted a qualitative analysis of presuppositions in English advertising slogans for new energy vehicles (NEVs). Their study identified types of presuppositions commonly used in NEV advertisements. As Chen (1998) indicates, there are four types of presuppositions: fact, belief, state, and behavior. Additionally, this study focused on the use of presuppositions, drawing on Yule's (1996) theory, which identifies six types. However, Yule's (1996) theory focuses on implied meanings understood in context. In addition, Yule's theory has a clear classification of presupposition triggers, which makes it easier to identify the implied meanings in advertisement utterances



from the speaker to the addressee. In contrast, Chen's theory focuses on contextual meaning, making it less direct for analyzing trigger words in advertisements. Besides, Yule's theory focuses on the constancy of negation. It means that the utterance(s) will always be true even when the statement is the opposite. For example: a. Mary's dog is cute (positive), and b. Mary's dog is not cute (negative). From those utterances, it is stated that when the speaker makes the opposite statements, it still has the same meaning as "Mary has a dog" (Yule, 1996).

On the other hand, Muhammadovna and Qizi (2021) explain that presuppositions are utterances that are clear to everyone. It is also stated that presuppositions require communicators to be familiar with specific facts before the moment of speech and to possess specific knowledge of the general situation. In addition, Ambarita and Johan (2022) argue that presuppositions are some of the assumptions that the speaker and addressee must know to be considered suitable in the context. The essential presupposition is that the addressee and the speaker share the same context for understanding and communication. Therefore, if the speaker and the addressee lack context, communication will be misunderstood. In this era, technology has become an important resource, especially for communication. With that, brands and companies use social media such as Instagram and TikTok to advertise their products. Therefore, many brands and companies use social media platforms like Instagram and TikTok to advertise their products. In contrast, this approach can lead to misunderstandings or unintended assumptions. These differences can lead to misinterpretations or miscommunications due to people from varying cultural or social backgrounds may interpret messages based on their own experiences. "It is based on the assumption that ads are merely the invisible conveyors of certain undesirable messages and only see meaning in the overt 'content' of the ad rather than its 'form'" (Williamson, 1979, p.17). However, the misunderstanding also occurs from the technological era, especially AI and digital platforms, which introduce new eras of interaction and unique content that can attract audiences interested in the products.

Generally, previous studies have analyzed presuppositions in advertisements mainly in the contexts of slogans (Wei & Ma, 2025) and social media platforms such as Instagram (Li, 2023) and websites. Research on TikTok advertising remains limited despite the platform's prominence, as evidenced by the Play Store, where many people have downloaded the app and use it daily. Additionally, many people obtain information and purchase products after viewing advertisements created by content creators on TikTok. This study focuses on an Indonesian content creator who produces English-language content, as the creator only began creating content in late 2024 but has already gained significant popularity. The selected TikToker is Marina Tasha (@ravethecrave), who has been creating food content since late 2023 and has already become well known.

Presuppositions

Pragmatics focuses on the meaning intended by the speaker in a specific context, emphasizing the importance of contextual cues and shared knowledge in communication (Yule, 1996). Moreover, the concept of presupposition, as stated by Horn and Ward (2004), plays an essential role in understanding assumptions in communication, where background beliefs are assumed to be true with implicit statements. For example, in "She is not smoking now," the speaker presupposes that she smoked back then. This presupposition is essential because it forms the context for understanding the utterance and facilitates effective communication. It plays a crucial role in communication, as both the speaker and the listener need to share context to accurately understand the intended meaning. In this discussion, the focus is on the presupposition in pragmatics that speakers genuinely mean what they say (Yule, 1996).

Presuppositions can be used on the assumption that the propositions expressed by the presupposition triggers are true (Levinson, 1983). As mentioned by Li (2023), pragmatic presuppositions are made, consciously or unconsciously, by speakers or writers based on the assumed shared knowledge between them and their addressees. It can be determined that presuppositions are the key mechanism in facilitating good communication. It enables interlocutors to convey meanings without fully expressing every detail. This reduces ambiguity and helps listeners interpret utterances accurately, making presuppositions essential in natural language use and interaction. In line with scholars, Muhammadovna and Qizi (2021) explain that, especially in practical, realistic speech communication, it is a straightforward proposition that speakers must fully understand the facts before the moment of speech.

Yule (1996) classifies presupposition into six types. The first type is existential, which focuses on the assumption of an entity, "The president of Indonesia." It presupposes the existence of an Indonesian president. The second type is Factive. This presupposition is triggered by the words "know, regret, and realize." For example, "I regret leaving" presupposes that the speaker left. The third is lexical, this type focuses on the use of certain words that imply another condition. For example, "I stopped smoking" presupposes that the speaker smoked before. The fourth is structural, which focuses on questions. Like, "When did she leave?" presumes that she left. The fifth is a non-factive presupposition that concentrates on the triggering word, such as "dream or pretend." This type of presupposition assumes that the speaker is not basing their statement on a fact. For example, "She dreamed that she could fly" presupposes that she could not fly. This presupposition is also based on the imagination. The last type is counterfactual, which focuses on conditional sentences to imply the opposite of the presupposed condition. For example, "If I were rich, I would travel around Japan" presumes that the speaker is not rich.

Furthermore, presuppositions are more effective at generating belief when presented as informative presuppositions (Moldovan, 2023). It means that presuppositions have a persuasive function, influencing or persuading people. The language of advertising, as examined by Ya'nan and Ruotong (2022) in their study of presuppositions in advertisements,

was found to encourage customers to seek information about the product and persuade them to purchase it. Besides, in Lai, Cheung, and Lau's (2024) study, presuppositions are essential in advertising, in most cases, they reinforce the potential transformations that products can bring about to make the customers' experience undesirable states. According to those researchers, the use of presupposition subtly reinforces certain assumptions in consumers' minds, making the information more credible and convincing. The use of persuasive presupposition can effectively change consumer perceptions, increasing trust and the likelihood of purchase.

Li (2023) analyzed the functions of pragmatic presuppositions in advertisements. It analyzed fifty advertisements from the top ten cosmetic brands on Instagram. The study found that the ad used a fact presupposition, as outlined by Chen (1998). It concluded that advertisers often rely on factual presuppositions to present information as accurate, thereby precisely influencing consumer behavior. The study found that pragmatic strategies are particularly effective on social media platforms, where messages must be short, visual, and persuasive. A similar study by Wei and Ma (2025) focused on the use of presuppositions in English advertising for new energy vehicles (NEVs). In this study, 120 advertising slogans were collected from official websites, social media, and promotional videos. According to Chen's (2004) theory, pragmatic presuppositions are classified into four types: fact, belief, state, and behavior. The study concluded that pragmatic presuppositions emphasize the persuasiveness of the brand advertisements.

Advertisement

An advertisement is a paid-for form of mass media communication (Brierley, 1995). The purpose is to encourage customers to purchase the products or services the seller offers. According to Hackley (2005), advertising is a tool for engaging people through communication that combines music, imagery, and written or spoken words across a wide range of media. Advertisements are an essential way to promote products or services. "Advertisers can manipulate, control, convince, persuade, influence, inform, and even deduce and deceive" (Al & Ali, 2024). This technique subtly influences the audience's beliefs and attitudes, making the advertising message more persuasive. For example, "Stop wasting money on ineffective skincare" presupposes that consumers have been wasting money in the past, thereby prompting self-reflection and a desire for change. Studies by Ya'nan and Ruotong (2022) showed that advertising presuppositions effectively engage customers by integrating persuasive elements that increase interest and purchase intention. Additionally, El-Daili (2019) analyzed that presuppositions acknowledge the existence and qualities of products or behaviors. Furthermore, they reinforce the message's influence by assuming shared knowledge and truth between the advertiser and the audience.

The media are digital means of communication. In media use, it can serve as a bridge for delivering new information concisely and widely (Rahmah, Nurazizah, Ramadhina, Zulfiah, & Fatimah, 2024). TikTok is one of the significant platforms leading this transformation. Many sellers would simply choose an engaging influencer and leave the video advertisement to the influencer to design the ad (Yang, Zhang, & Zhang, 2025). In addition, content creators are increasing the potential impact of promotional messages. Influencers often use persuasive language strategies, such as presuppositions, to encourage product engagement. This can enhance consumer trust and purchase intentions."

Regarding promotional messages from content creators, a misleading advertisement does not present accurate information about the advertised product. It may contain one or more attributes that mislead viewers, such as incorrect information, deceptive pricing, or exaggeration" (Sharma & Chander, 2011, p. 191). "A deceptive advertisement deceives people, or is merely likely to do so" (Preston, 1994, p. 10). The deceptiveness leads to misleading assumptions among consumers. Misleading practices can undermine confidence in the product or brand and may deter customers from purchasing it. This misunderstanding also occurs in the current digital era, where social media platforms are used to promote brands or products endorsed by celebrities or influencers. For instance, in this era, people often first check information on TikTok, a popular app available on the Play Store. The deceptive implication refers to the explicit statements and the indirect meanings conveyed through context, visuals, or structure that lead consumers to misinterpret (Preston, 1994).

However, audience interpretation can lead to misinterpretation because people may have different assumptions. In Williamson's theory of advertisement, are techniques for "why advertisements are made and the significance of how they are made" (Williamson, p. 24, 1979). There are six types of techniques: product-as-currency, product-as-generator, product-as-signifier, product-as-signified, differentiation, and finished-connection. First, product-as-currency is a technique that exchanges for social meaning, such as identity, status, belonging, and self-image. For instance, the utterance "the luxury watch" shows that the watch is not just for timekeeping but also a symbol of success, which the consumer pays for respect or power, and that the product is literal currency in social status. Second, the product-as-generator. The purpose is to create meaning for consumers, such as the experiences and feelings they have when using the product. Third, the product-as-signifier shows how it communicates with communities, such as by expressing who the person is or what kind of person consumers want to be. For example, "the Chanel perfume" is displayed elegantly. It shows that the product is timeless, feminine, and luxurious. Fourth, the product-as-signified. It shows the product receives meaning. For instance, the "Ferrari car" advertisement highlights speed and nature. It suggests that the car embodies adventure, speed, and freedom, making the product itself the "reward." Fifth, the differentiation. It shows that the product itself seems unique compared to other brands or rivals. For example, the "iPhone" advertisement highlights the camera, which is the unique and best feature in terms of quality compared to other brands. Lastly, finished-connection is a technique in which the product is presented as natural and complete, so the customer accepts the story or idea without questioning it. For instance,

“only these shoes complete your win”, it is connected to a victory. Based on the explanation above, the following questions will serve as a guide for analysis.

1. What types of presuppositions are used in Marina Tasha’s TikTok advertising videos?
2. How can Williamson’s theory on techniques of advertising describe the misinterpretation created by presupposition trigger words?

2. Method

The researchers have formulated two research questions. Those two questions are (1) What types of presuppositions are used in Marina Tasha’s TikTok advertising videos? (2) How can Williamson’s theory on techniques of advertising describe the misinterpretation created by presuppositions in trigger words? The researchers used a qualitative content analysis. The qualitative method involves empathizing with and identifying with the people being studied to understand how they perceive the world (Taylor, Bogdan, & DeVault, 2015). According to Yin (2015), the qualitative method focuses on concepts, insights, and understanding of the data rather than on collecting data. In this context, qualitative methods require the researchers to analyze the object of study. In addition, qualitative research involves ideas, feelings, and experiences. Qualitative data uses non-numeric data, such as text, video, or audio. It should involve gathering and analyzing the data (Ugwu & Eze, 2023). Data collection in qualitative research is an organized process of gathering information that helps the researchers understand how individuals perceive their surroundings.

Qualitative content analysis is a research method in which researchers subjectively interpret data through a systematic process of identifying themes or patterns (Shava, Hleza, Tlou, Shonhiwa & Mathonsi, 2021). As stated by Ugwu and Eze (2023), content analysis is an approach for defining and classifying typical terms, expressions, and concepts in qualitative data analysis. As highlighted by scholars, qualitative content analysis is an approach for systematically analyzing and interpreting the meanings of terms and concepts within textual data. It enables researchers to identify patterns and gain a deeper understanding of the phenomenon under investigation.

In the analysis, the researchers used familiarization and organization. “The researchers should become familiar with the data through reading and rereading notes and transcripts, viewing and reviewing videotapes, and listening repeatedly to audio tapes. The researchers must be immersed in the data. Field notes, audiotapes, videotapes, observer comments, and other data must be put into a form ready for analysis” (Ary, Jacobs, Razavieh & Sorensen, p. 481, 2009). Based on that, the researchers categorized the data by familiarizing themselves with it through watching the videos and transcribing them, and then organized it using Yule’s (1996) and Williamson’s (1979) theories to classify presuppositions and advertisements. This research applies to English Language Education because analyzing presuppositions in real-world media, like social media ads, helps learners and teachers understand how language is used persuasively. Furthermore, it enhances critical thinking and pragmatic competence, which are essential for effective communication and media literacy in English. By studying these features, English language learners can better interpret implied meanings and intentions in everyday texts, improving their overall language proficiency.

3. Findings and Discussion

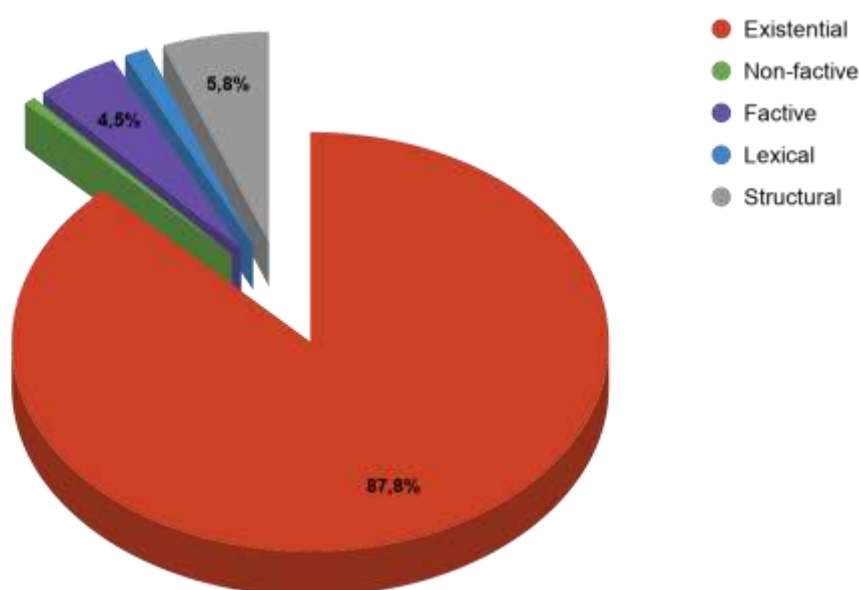


Figure 1. Types of presupposition

These findings were obtained from TikTok videos uploaded by an Indonesian TikToker who uses English to promote various products. However, the analysis is based on 15 videos and 156 utterances from the Indonesian influencer Marina Tasha, who has the username @ravethecrave. In addition, the data are collected by applying Yule's six types of presuppositions and six advertising techniques from Williamson's theory. The types of presupposition that are frequently used are Existential with 87.8% (137 utterances), followed by Structural with 5.8% (9 utterances), Factive with 4.5% (7 utterances), Lexical with 1.3% (2 utterances), Non-factive with 0.6% (1 utterance), and the least used is Counterfactual with 0%, which is not used in the videos. From the data, types of presuppositions that were commonly used for advertisement are the Existential presupposition for the reason of the existence of a thing, which means the product being advertised.

Types of Presupposition Based on Yule's Theory

Table 1. Existential Presupposition

No.	Utterance	Timestamp
1.	Look at the <u>Mac and Cheese filling</u> on the inside	January 4th, 2025
2.	<u>This</u> is also a pretty good party snack, in my opinion (refer to Chips)	January 4th, 2025
3.	<u>It</u> is really bouncy and thick (Refer to <i>bika ambon</i>)	January 9th, 2025
4.	Perfect! I booked the VIP room <u>already</u>	January 11th, 2025
5.	<u>I love that</u> it's <u>really thin</u>	February 8th, 2025
6.	I'm gonna try <u>them</u> right now, <u>these</u> are gelatos	March 17th, 2025
7.	Inside, <u>it's</u> really moist too	April 3rd, 2025
8.	We are in a <u>cafe</u> that specializes in <u>Basque cheesecake</u>	April 11th, 2025
9.	<u>The Frasier 2.0</u> , it tastes like a birthday cake	April 14th, 2025
10.	Make sure to bring home a taste of <u>Bali</u> , with <u>Falala Chocolate</u>	October 7th, 2025

In utterance (1), the speaker assumes that the Mac and Cheese is in a different form, which is actually different from other Mac and Cheese. It means that the Mac and Cheese with a different form exists. The trigger word is "Mac and Cheese," which names the product. In addition, "Look at" focuses on the consumers' attention to the product's visuals, presenting the filling as the primary selling point. Regarding utterance (2), the word "this" refers to the snack and is followed by "party snack," indicating that the snack is suitable for social events and that the product has beneficial qualities. As shown in (3), "it" denotes the product's existence and is followed by the description "bounce and thick," suggesting the product has unique textures.

With reference to utterance (4), it assumes that the venue exists, indicating that a special room is available for reservations. In utterance (5), it shows that the speaker believes the food has a thin texture, unlike other products the speaker has experienced or tasted. Concerning utterance (6) leads to several servings of gelato, which shows the product. Additionally, in utterance (7), it assumes that the texture can be evaluated separately from other products in terms of quality. Regarding utterance (8), the trigger word "a cafe" presupposes that the place exists and that the cafe offers food that could be a specialty menu. In utterance (9), it assumes that a food item with that name exists. Finally, with reference to utterance (10), it assumes that a product with that name exists and gives regional flavors from the mentioned city. From utterances (1) to (10), all of them are existential presuppositions that focus on the existence of the product or place they mention and show positive qualities such as texture, suitability for event purposes, or regional flavors. Demonstrative and attention-directing expressions function to focus consumer attention and reinforce these assumptions.

Table 2. Non-factive Presupposition

No.	Utterance	Timestamp
11.	I <u>expected</u> it was gonna smell really bad	January 18th, 2025

As shown in utterance (11), it shows that the trigger word is "expected", which does not imply certainty. Rather, the word expresses the speaker's prediction about the product, which may or may not align with reality. The prediction is mentioned because of the other product that the speaker has experienced and tasted. However, the reality is that the snack, which is referred to as "it," smells good, not bad. Furthermore, non-factive presuppositions suggest that the speaker uses

words like “expected” to show an impression without making a definitive claim. This allows her to influence listeners' thinking while avoiding definitive statements that could be proven wrong.

Table 3. Factive Presupposition

No.	Utterance	Timestamp
12.	I <u>heard</u> they are the first frozen Mac and Cheese bites in Indonesia that use real cheese and milk	January 4th, 2025
13.	I've shown you the regular one... the rolled ones, but I've <u>never</u> shown you the durian one	January 9th, 2025
14.	I was <u>shocked</u> , it was worth it	January 11th, 2025
15.	It <u>says</u> this flavor actually won an award at the Retail Asia Award 2023, for the best retail product of the year	February 8th, 2025
16.	I <u>was surprised</u> because it was spicy	April 3rd, 2025
17.	It has jasmine, so <u>that's why</u> it has a floral scent	April 14th, 2025

In utterance (12), which focuses on the word “heard,” shows that the speaker got information and treats it as true information, leading to the claim that the product uses real cheese and milk and is available in Indonesia. Concerning utterance (13), “never” represents the speaker’s belief that she has not created or uploaded a video about the product, as she believes that she just shows the regular product instead of the unique one. In utterance (14), it presupposes that the product delivered value or satisfaction, presenting quality or taste as having met expectations and showing the speaker’s positive reaction as a fact. As shown in utterance (15), which highlights the word “says,” it actually refers to the product’s award. It treats the award mentioned on the product’s packaging or promotion as a factual claim. In utterance (16), it is believed that the product has a different taste or flavor. Utterance (17) represents “that’s why” for the fragrance, which is an ingredient in the product, presenting the scent as intentional rather than accidental. From (12) to (17), it can be concluded that, when presenting something as fact, consumers’ perceptions of a product's appeal are reinforced.

Table 4. Lexical Presupposition

No.	Utterance	Timestamp
18.	Because when you <u>usually</u> eat <i>nastar</i> , it is dense, like it's very thick	April 3rd, 2025
19.	Go get yours now because it's <u>only</u> available until this September!	September 16th, 2025

Utterance (18) illustrates that the word “usually” suggests that eating dense or thick *nastar* (a cookie) is a common activity, repeated in the past and present, which portrays a behavior as normal and common, thereby encouraging consumers to follow that activity. In (19), it shows that the word “only” emphasizes the product that was previously available but will no longer be available after September, underscoring its limited availability in both the past and the future, which heightens a sense of value. In addition, the speaker uses these assumptions to influence purchasing behavior by normalizing product use and encouraging faster purchases, while making these claims sound like background facts rather than explicit persuasive appeal

Table 5. Structural Presupposition

No.	Utterance	Timestamp
20.	<u>How</u> big are the spring rolls?	January 18th, 2025
21.	<u>What makes them different</u> from the other <i>lumpia</i> is that they use a lot of bamboo shoots	January 18th, 2025
22.	I'm trying the truffle flavor, <u>which</u> is the best-selling flavor.	February 8th, 2025
23.	You might ask, " <u>How</u> is this skincare?"	March 17th, 2025
24.	I wonder <u>how</u> good it will be	April 11th, 2025
25.	<u>Isn't</u> this just like the cake?	June 16th, 2025

In utterance (20), it focuses on the trigger word “how,” shows that the speaker assumes a question is being asked about the product’s measurable size, and shows that such a size exists. As shown in (21), it highlights that the product is different from other types of products. Regarding utterance (22) illustrates that the word “which” presupposes the existence of a specific set of products being asked about. Within utterance (23), it reflects the speaker’s belief that consumers find

the product confusing in terms of its dessert function. With reference to utterance (24), it points out that the speaker assumes the product allows consumers to ask questions about it. Finally, the last utterance, which is the (25) utterance represents that the dessert shares characteristics with a known product. The use of structural presupposition in advertising influences how consumers interpret a product. Claims that a product has certain unique features can spark curiosity and set up expectations for comparison.

Lastly, for the counterfactual presupposition. In the analyzed data, no counterfactual presuppositions were found. All observed presuppositions in the utterances were existential, non-factive, factive, lexical, and structural. No instances existed where speakers presupposed conditional utterances implying the opposite of the presupposed condition.

Technique of Advertisement According to Williamson's Theory

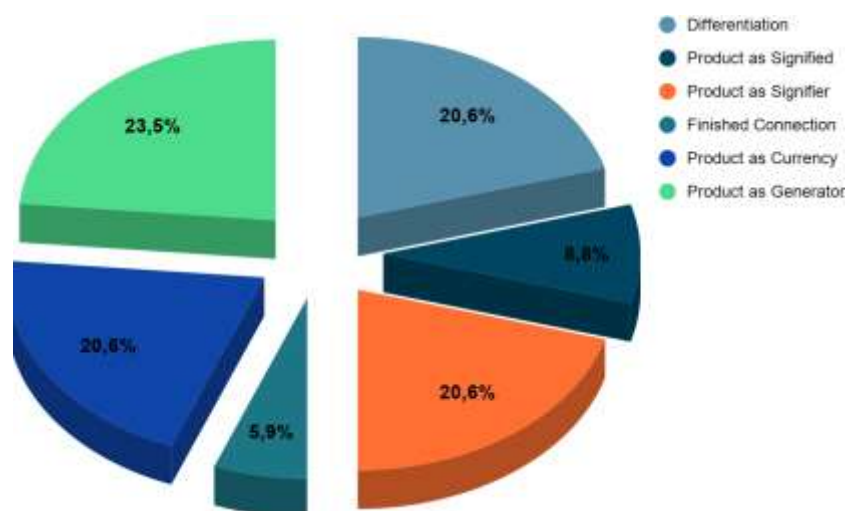


Figure 2. Technique of Advertisement

Furthermore, the techniques that are frequently used are Product as Generator. Product-as-generator with 23.5% (8 utterances), followed by product-as-currency with 20.6% (7 utterances), Differentiation with 20.6% (7 utterances), product-as-signifier with 20.6% (7 utterances), product-as-signified with 8.8% (3 utterances), and the least used is finished-connection with 5.9% (2 utterances). From the data, the techniques commonly used in advertising are the product-as-generator and the product-as-currency, as they relate to the product's meaning and its impact on consumers.

Table 6. Differentiation Technique

No.	Utterance	Timestamp
1.	I <u>heard</u> they are the first frozen Mac and Cheese bites in Indonesia that use real cheese and milk	January 4th, 2025
2.	<u>What makes them different</u> from the other <i>lumpia</i> is that they use a lot of bamboo shoots	January 18th, 2025
3.	<u>How</u> big are the spring rolls?	January 18th, 2025
4.	This is actually <u>an award-winning</u> truffle chip	February 8th, 2025
5.	I love <u>that</u> it's really <u>thin</u>	February 8th, 2025
6.	Because <u>when</u> you usually eat <i>nastar</i> , it is dense, like it's very thick	April 3rd, 2025
7.	Savory breads are <u>one of the best</u> Asian Pastries	December 10th, 2025

Differentiation, according to Williamson (1979), shows a product as unique through its meaning relative to another product with a different brand name. This technique is visible in the speakers' choice of words, which act as trigger words that shape consumers' beliefs. In utterance (1), the trigger word, "heard," refers to a product's historical milestone as a fact and can be misinterpreted as a first-to-market or best-in-market claim, to inform that the product uses real ingredients to highlight uniqueness and superiority. In the use of differentiation techniques, it assumes that significance can position the product as distinctive from competitors.

Within utterance (2), the word “how” can lead consumers to see the product differently, as a product of a specific size, a defining, valuable feature, pushing them to accept a large size as a primary indicator of value and thereby creating a market through its uniqueness. Regarding utterance (3), the trigger phrase “What makes them different...” highlights a genuine difference and can lead consumers to treat a single ingredient as creating an entirely new product category, distinguishing it from other products. Concerning utterance (4), the word “award-winning” encourages consumers to feel superior, since awards are often seen as proof of quality, even though not all consumers recognize the award. Nevertheless, the claim differentiates the product from competitors. Utterance (5) shows that the word “thin” applies to the unique texture of the product.

As shown in utterance (6), the word “when” is used to connect the product to other products, prompting customers to evaluate. Lastly, with reference to utterance (7), the trigger phrase “one of the best” mentions that the product is top-tier, risking the conversion of personal preference into a perceived market fact. The strategy of using the Differentiation technique by Williamson leads consumers to view certain features as meaningful items connected to customers’ identity, status, or taste. As a result, consumers may interpret promotional claims as evidence of objective superiority, leading to misinterpretation when the implied meanings are stronger than the information explicitly provided. Therefore, differentiation functions persuasively by transforming product differences into regarded uniqueness and value, while presupposition allows these meanings to be accepted with less critical evaluation.

Table 7. Finished Connection Technique

No	Utterance	Timestamp
8.	This is also a pretty good <u>party snack</u> in my opinion	January 16th, 2025
9.	<u>Have</u> you ever tried a dessert that’s also skincare?	March 17th, 2025

From utterance (8), it shows that the “party snack” guides consumers to believe that the product is suitable for parties. It connects to the technique by portraying the snack as ideal for “parties” rather than focusing on its physical size. As a result, consumers may perceive the product as essentially suitable for parties, even though its suitability for such events has not necessarily been shown by explicit evidence. As shown in utterance (9), it focuses on the “have,” which invites consumers’ confusion about a new product that connects two unrelated categories (beauty and food) by suggesting the product combines features of both. Finally, this technique appears as background facts rather than persuasive arguments. By presenting the product as naturally suited to the consumer’s purpose or as one that already combines multiple categories, the speaker can encourage acceptance.

Table 8. Product as Currency Technique

No	Utterance	Timestamp
10.	Now, it feels <u>more</u> boujee and elegant	January 11th, 2025
11.	This one is <u>supposed</u> to brighten your skin	March 17th, 2025

Utterances (10) and (11) illustrate the product-as-currency, in which products are exchanged for social meanings such as identity, status, belonging, and self-image. Utterance (10) focuses on the word “more,” suggesting that the product can elevate one’s status to appear bougie and elegant, making consumers feel they are upgrading their identity. More importantly, in using the word, the speaker means the product’s look is boujee and elegant. Through the product-as-currency technique, the product is presented as a means of expressing a desirable social identity. This persuasive association may lead consumers to misinterpret the product’s appearance as an indicator of higher social status or personal identity, even though the product itself does not necessarily provide such social value.

In utterance (11), using “supposed” highlights the benefit (for brightening the skin) as a fact while masking uncertainty about whether the effect truly occurs. In the use of product-as-currency techniques, it is expected that the technique can be exchanged for a desired self-image associated with brighter skin. As a result, consumers may interpret the advertised benefits as associating the purchase of the product with achieving a more desirable appearance, despite the uncertainty inherent in the statement. Thus, this technique links product consumption to a desired identity and social recognition, thereby encouraging consumers to value the product not only for its functional benefits but also for the symbolic identity it appears to offer.

Table 9. Product as Generator Technique

No.	Utterance	Timestamp
12.	That just <u>reopened</u> last December	January 11th, 2025
13.	I was <u>surprised</u> because it was spicy	April 3rd, 2025

Regarding utterance (12), the word “reopened” shows the product has past experience that can turn into something significant and suggest a fresh experience. This trigger word generates desire for new vibes. However, references to something being “relaunched” can encourage consumers to view the product as offering a new experience or atmosphere, even if the advertisement does not explicitly state that the updated experience is substantially different or better than the previous one. Moreover, it contributes to the persuasion technique by creating a desire for a new experience, which can lead consumers to overinterpret the product as something that provides an essential experience, rather than merely fulfilling a functional need.

As shown in utterance (13), the word “surprised” illustrates an ingredient with a special quality, encouraging consumers to interpret it as offering a unique experience. In the “Product as Experience Generator” technique, the product is positioned as the source of that experience. It encourages consumers to associate the product with a new experience, which may lead them to interpret it as offering an extraordinary experience even though the advertisement implicitly provides evidence of quality. Accordingly, it functions persuasively by encouraging consumers to anticipate meaningful or unusual experiences, thereby making the product appealing not only for its utility but also for the experiences and lifestyle associated with it.

Table 10. Product as Signified Technique

No.	Utterance	Timestamp
14.	I just gotta wait for it to <u>cool down</u>	January 7th, 2025
15.	Giant Ferrero, <u>like</u> eating 10 Ferreros at the same time	April 14th, 2025

The product-as-signified examines how products acquire meaning. In (14), the phrase “cool down” shows that the product is currently hot or freshly served, which can lead listeners to derive that it is a fast-food item and that cooling it is the proper way to consume it. Through the product-as-signified technique, this assumed consumption practice helps the product’s meaning and can lead consumers to interpret that chilling the product is the proper way to consume it, even though the advertisement does not explicitly say this as a mandatory practice. However, this assumption functions persuasively by associating a specific consumption experience with the product. With reference to utterance (15), it assumes that “more is better,” turning quantity into a symbol of an award and making the product function like a trophy of consumption. Furthermore, as a result, consumers may misinterpret the larger number as an indicator of greater value, rather than simply a difference in quantity. Therefore, this technique encourages consumers to associate the product with certain practices, lifestyles, or statuses, thereby giving it symbolic value that goes beyond its functional benefits.

Table 11. Product as Signifier Technique

No.	Utterance	Timestamp
16.	<u>Look</u> at the Mac and Cheese filling on the inside	January 7th, 2025
17.	Perfect! I booked the <u>VIP room</u> already	January 11th, 2025

In the product-as-signifier technique, a product’s appearance communicates the identity and social type the consumer aspires to. In utterance (16), it emphasizes the word “look,” leading consumers to infer deeper value in the product’s appearance and to conclude that it is good. This assumption works persuasively by encouraging consumers to associate the product’s appearance with positive personal or social values. As a result, consumers may misinterpret the advertisement as implying that the product’s appearance reflects its overall quality or that owning the product can contribute to a desired identity, even though such a connection is not explicitly stated. Finally, in the last utterance, which is utterance (17), the phrase “VIP room” invites misinterpretation by encouraging consumers to associate the product with a higher social class, turning it into a status symbol. The use of the technique shows a marker of who the consumer is or wants to be, increasing its attractiveness through symbolic value rather than through functional benefit.

4. Conclusion

This study found that existential presupposition is the most frequently used type of presupposition, as it emphasizes the existence of the advertised product. More importantly, the speaker uses presupposition triggers and underlying assumptions to transform products into socially significant symbols. Furthermore, the findings reveal that “products-as-generator” is the most frequently used advertising technique. This indicates that advertisers illustrate products-as-generator of social and personal meaning to associate them with desired identities, lifestyles, and values—rather than their functional purposes. In conclusion, these implicit assumptions become more convincing because they present these meanings as if they were already accepted. As a result, the product appears naturally capable of delivering the promised benefits, thereby strengthening the persuasive effect of the advertisement and influencing consumers’ interpretations and purchasing decisions.

For future research, scholars could expand the scope of the data by analyzing advertisements from other social media platforms, such as Instagram, YouTube, or X, particularly those created by content creators. This would enable a

more comprehensive comparison of presupposition use across different media and platforms. In addition, future studies could examine presupposition in advertisements for various product categories or across different discourse genres, such as political, educational, or public service advertisements, to reveal how presupposition strategies vary according to product type, communicative purpose, and target audience.

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