

PRESUPPOSITION BASED ON IKEA CATALOGUE 2017 EDITION

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A FINAL PROJECT STATEMENT

I clarify that thesis definitely is my own work, I am completely responsible for the content of this thesis, other opinions or findings included in the thesis are quoted or cited in accordance with ethical standards.

Yogyakarta, August 2018
The writer,



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ABSTRACT

PRESUPPOSITION BASED ON IKEA CATALOGUE 2017 EDITION

Advertisement especially catalogue is a media that used to introduce and promote people to buy a product with good and interesting content both sentences and images to describe the product well like as IKEA catalogue. There are not all of companies or producer of a product make the good catalogue sentences to promote the product meanwhile, the sentences in the catalogue has its power to give the assumption for people to know more about the product. This research analyses the presupposition or assumption in the catalogue sentences due to make the new entrepreneur or producer writes better catalogue such as in IKEA catalogue to promote their product well. The research is to analyze linguistic phenomenon of presuppositions applied by IKEA catalogue. This research is a descriptive qualitative method since it emphasized on describing the phenomenon of presupposition at IKEA catalogue. Moreover, the findings were presented in narrative or textual description. Some steps in analyzing the data were: identifying the data from the IKEA catalogue, classifying, putting the data into the data sheet, analyzing each datum based on the research questions, interpreting the data, explaining the findings, and drawing the conclusion. This research reveals two findings. First, there are six types of presuppositions occur in the IKEA's catalogue. They are existential, factive, non factive, counter factual, lexical and structural presupposition. structural presupposition occurs 39 times, then, the lexical presupposition occurs 17 times. After that, factive and existensial presupposition has 14 and 12 occurrences then, non factive presupposition occurs 8 times, Finally, counter-factual only occurs two times.

Keywords: *IKEA catalogue, assumption, pragmatic, presupposition*

ABSTRAK

PRESUPOSISI BERDASARKAN CATALOG IKEA EDISI 2017

Iklan terlebih katalog adalah media yang digunakan untuk memperkenalkan dan mempromosikan orang untuk membeli produk dengan konten yang baik dan menarik, baik kalimat maupun gambar untuk mendisribisikan produk dengan baik seperti katalog IKEA. Tidak semua perusahaan atau produsen produk membuat kalimat katalog yang baik untuk mempromosikan produk sementara itu, kalimat-kalimat dalam katalog memiliki kekuatan untuk memberikan asumsi bagi orang-orang untuk mengetahui lebih banyak tentang produk. Penelitian ini menganalisis presuposisi atau asumsi dalam kalimat katalog karena membuat pengusaha baru atau produsen menulis katalog yang lebih baik seperti dalam katalog IKEA untuk mempromosikan produk mereka dengan baik. Penelitian ini untuk menganalisis fenomena linguistik prasangka yang diterapkan oleh katalog IKEA. Penelitian ini merupakan metode kualitatif deskriptif karena menekankan pada penggambaran fenomena presuposisi pada katalog IKEA. Selain itu, temuan disajikan dalam deskripsi naratif atau tekstual. Beberapa langkah dalam menganalisis data adalah: mengidentifikasi data dari katalog IKEA, mengklasifikasikan, memasukkan data ke dalam lembar data, menganalisis setiap datum berdasarkan pertanyaan penelitian, menafsirkan data, menjelaskan temuan, dan menarik kesimpulan. Penelitian ini mengungkap dua temuan. Pertama, ada enam jenis praanggapan terjadi dalam katalog IKEA. Mereka adalah eksistensial, kontradiktif, leksikal dan struktural. presuposisi struktural terjadi 39 kali, kemudian, presuposisi leksikal terjadi 17 kali. Setelah itu, presuposisi partiktif dan eksistensial memiliki 14 dan 12 kejadian kemudian, presuposisi nonfektif terjadi 8 kali, Akhirnya, kontra-faktual hanya terjadi dua kali.

Kata kunci: *Katalog IKEA, asumsi, pragmatis, praanggapan*

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I realize that perfection belongs to Allah SWT. Some mistakes are possible found in this research paper, thus there is need to revise them. Finally, I expect the readers to give the advice and criticism to improve my research paper.

Yogyakarta, August 30th, 2018

The writer

DEDICATION

Sincelery, I dedicate this graduating paper to:

- ❖ My beloved parents, *Abi* and *Ummi*
- ❖ My beloved family, *dedek, mbak*
- ❖ My lovely husband, *ayah* and my coming soon baby



MOTTO

*Mudahkan urusan orang maka Allah akan
memudahkan urusanmu*

*Madu itu manis, tapi jika aku tak suka, apa aku
salah?*

(penulis)

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a system used by people to communicate with others in everyday life. whether they argue, talk, make an appointment even make an order, the process of communication happens. the perceptions, ideas, thoughts, feelings and intentions are expressed by speaking through language. By using language, people can produce some utterances with the related activities. Beside to express their minds, their actions are aimed to cause an effect on the hearers (Yule, 1991: 48). Based on that statement, when human communicates, they expect feedback and reactions from their partners. The speakers need other people to gasp by listening. The hearer will turn words into ideas than trying to reconstruct the perception, feeling and intention (Clark and Clark, 1977:3).

Simply communication processes transferring a message through a speech which will be successful if the participants understand the idea, feeling, perception or intention that's delivered. This process starts when the communicators want to deliver a message or information. This information is shown by symbols such as language gesture, picture, and so on. The communicator may be an individual which speaks or writes a community, mass media, radio or television.

An advertisement is one of the communication media which has truly important benefit in introducing a product to social communities. The varieties of advertisements which are interesting and creative, surface phenomena in

advertisements until creating the new lifestyle. This phenomenon is created due to the function of advertisement as the media to promote and show up the superiority of the product. The advertisement which will be analyzed in this research is the advertisement in the catalogue. Specifically, this research will be discussed about the IKEA catalogue.

IKEA Sweden is the furniture company for home-life from Sweden which is built in 1943 years, now it has 389 stores in 48 countries around the world including in Indonesia. IKEA is an acronym for Ingvar Kamprad Elymtard Agunnaryd, this acronym based on the fact that Ingvar Kamprad is the owner of IKEA who lives in the Elymtard Agunnaryd Provençe. This is the company which offers not only the furniture but also design for a new lifestyle for each condition. Because of these genuine hard works, IKEA becomes the largest home-industry furniture in the world (www.ikea.com)

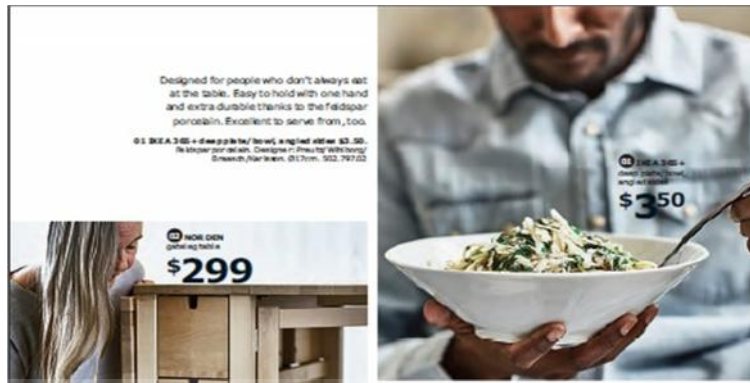
Besides these interesting facts about IKEA, the catalogue of these products also created beautifully and eye-catching style. IKEA catalogue 2017 edition uses variable modern colour with real photos products and specifies categories beside it, IKEA catalogue has diferent theme in each year. In 2017 IKEA focuses on product with family theme, which the product basically is used to give better relation among the family member or to neighbour. IKEA catalogue saves many genuine parts such as the design and colour choices which has its meaning, the sentence in that catalogue also gives some implicit sentence that contains assumption, such what has been written in the opening paragraph in the catalogue, it is written

"This year makes our 40th year in Canada. Whether this is your fortieth IKEA catalogue or your first, enjoy what inside because it's been made with you in mind (IKEA Catalogue, 2017 edition: opening)

This sentence such give the reader an honour feeling when they open the catalogue because the catalogue is like made by reader's imagination. The sentence has some assumptions. Like that this catalogue has been created 40 times before this catalogue. And this research, the researcher interests to discuss that assumption which called presupposition in the advertisement.

The presupposition is the assumption of a truth that speaker bases on while making an utterance. This truth is just believed to exist and shared among the participants during a communicative interaction. It is information assumed by the speaker "to be already known" by the hearer (Crystal, 1987: 428). Based on Yule presupposition is "something the speaker assumes to be the case prior to making an utterance (Yule: 1996, 25). From both definitions, presupposition can be known as the study of assumption. In general discussions of concept, the presupposition is treated as the relationship between two propositions (Yule, 1996: 2). A statement p presupposes a statement q if q is the condition of the truth or falsity of p (constancy under negation). A presupposition remains "even though the statement itself is denied (Mey, 1993: 28).

The presupposition is the foundation to make an advertisement with simple language but has such deep meaning. The reader proposition will build a statement of product which will be the benefit to advertise. For example



Context: the advertisement for the large bowl

Utterance/text :

"It is designed for people who don't always eat at the table. Easy to hold with one hand and extra durable thanks to the feldspar porcelain. Excellent to serve from, too."

The first presupposition by this advertisement is that there is a product un-table-eating friendly from IKEA. The next presupposition shows in the sentence "Designed for people who don't always eat at the table", the presupposition in that sentence will be there are some people who don't always eat in the table. Beside it, this sentence also contains there is not the available design which friendly to these people accepts in IKEA. Based on these examples, the analysis of presupposition in the advertising is really interesting to do.

1.2 Research Question

The research questions of this study are: What are the types of presupposition in the IKEA catalogue 2017 edition?

1.3 Objective of the Study

The purpose of this research is to classify of presupposition in the advertisement discourse of IKEA catalogue.

1.4 Significances of Study

The significant of study in this research will be both practically and theoretically. Theoretically, this research will help either the teacher/lecturer or the student to more understand about presupposition. And practically, this research will help everyone to make the better advertisement based on the proposition.

1.5 Literature Review

There are some researches which have similarity with this research, both as subject or object. These are:

Graduating Paper by Muslihah Jazuri (2014), the student of Kalijaga Islamic State University Yogyakarta entitled "Presupposition in Arthur Miler's Play Script Death of Salesman". She observed types of presupposition on the characters of Arthur Miller's play script. She used Yule's presupposition Theory and Scharly's function language theory, the method that she used is descriptive. Then the result there are some presupposition types which is found in that play script and many types of SAF by leech also. These presuppositions are lexical, counterfactual, structural and factive.

Graduating Paper by Yuhezmi Hamzah Havid (2012), the student of Padang State University entitled "An analysis of Presupposition Used in The Movie Harry Potter and The Deathly Hollows Part 2". He observed types of presupposition Harry Potter Movie. He used Yule's presupposition Theory. These presuppositions are lexical, counterfactual, structural and factive. And the Language Functions are representative, and directives

Graduating Paper by Novalia (2015), the student of Pamulang University entitled "An analysis of Presupposition in Dark Shadow Film". He observed types of presupposition Harry Potter Movie. He used Yule's presupposition Theory. These presuppositions are lexical, counterfactual, structural and factive. And the Language Functions are representative, and directives

This previous research has similarity in the choice of presupposition and entailment theory by Yule, however, these are different in the object, the theory of speech act and language function and some method of research.

1.6 Theoretical Approach

This research is based on Yule theory, according to Yule presupposition is "something the speaker assumes to be the case prior to making an utterance (Yule: 1996, 25).

There are some linguistic constructions at writers or speakers' disposal described as presupposition triggers which enable them to communicate intended information without stating them. The presupposition is the true information behind the sentences/utterance. The presupposition(s) of an utterance are facts whose truth is required in order that the utterance is appropriate (Fromkin and Rodman, 1998: 84). The method to prove this truthiness is to make the presupposition constantly under negation by negation test. Yule (1996: 26) states that the property of presuppositions is generally described as constantly under negation. Basically, it means that the presupposition of a statement will remains constant (i.e. still true) even when that statement is negated.

For example

Mary's dog is cute (=p)

Mary has a dog (=q)

Not p >> q

Then,

Mary's dog is not cute (=Not p)

Mary has a dog (=q)

Not p >> q

(=p) the speaker's utterance

(=q) presupposition

p=q sentence "a" is presupposition of sentence "b"

As that example, the presupposition will constantly right under negation hence the test will be called by negation test.

Yule (2010) categorizes presupposition triggers or types into 6 groups, including existential, factive, lexical, structural, non-factive, and counter-factual.

1.7 Method of Research

This chapter discusses the method of the research used by the researcher. It relates to type of research, source, data collection technique, and data analysis technique.

1.7.1 Type of Research

Based on research design, this research uses qualitative design. Qualitative method is meant for exploring and understanding the meaning of individuals or groups ascribe a problem to a social or human (Cresswell, 2009: 1). The proses of research will be focused on answering questions based on the text data that

collected by the researcher, applying the theory based on the questions, using inductive data analysis, and writing the result in a structured report.

While this research applies library research, it is an act of analyzing documents from the text which will be explained and interpreted by the researcher to get the meaning of data.

1.7.2 Data Source

The data source is in the catalogue of IKEA 2017 edition and the data will be utterances/texts that describe the product in the IKEA catalogue.

1.7.3 Data Collection Technique

Documentation technique is chosen to collect the data. The result will be text. The following are the steps in collecting these data

1. The researcher will read all the catalogue of IKEA,
2. The researcher writes the utterance/text in the IKEA catalogue in order to categorize the type of presupposition.
3. Making a pragmatic transcription from the chosen text product.
4. Classifying the texts according to the kinds of presupposition
5. Preparing the data to be analyzed.

1.7.4 Data Analysis Technique

Qualitative research is especially the way to find underlying motives of human behaviour. This research uses qualitative design. The steps after collecting the data, this research will analyze the data based on these following steps. The first, the steps of analyzing the text to perform presupposition: Choosing the kinds of text in the catalogue and classifying the text based on their type by using Yule

theory. Then, The steps of analyzing in order to elaborate the kinds of presupposition and Islamic knowledge: Firstly, classifying the text which has been categorized as text based on their type by using Yule theory. The following steps are the general way the writer use to analyze the data. The last, concluding the analysis of the data

1.8 Paper Organization

This paper consists of four chapters. The first chapter is the introduction that includes of the background of the study, research question, literature review, objective of the study, significant of study, theoretical approach, the method of study and paper organization.

The second chapter focuses on the theoretical approach, it will be conveyed deeply. The third one will be analyzing data, discussing the main data to find the result. The fourth will consist of conclusion and suggestion for the next paper.

CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

This chapter consists of two sections. They are conclusions and suggestions. The conclusions contains the summaries of the research findings are proposed. Then, the suggestions that contain several matters suggested to future researchers, linguistic students and also lecturers are presented in the suggestions section.

4.1. Conclusions

Based on the research findings and discussions concerned with the presupposition and their Islamic perspectives by IKEA, there are two main conclusions that can be drawn. The first conclusion is concerned with the types of presupposition contain IKEA catalogue. Then, the second deals with the Islamic perspective of entailment uttered.

There are six types of presupposition occurring in the IKEA catalogue phrases. They are existential presupposition, factive presupposition, non factive presupposition, counter factive presupposition, lexical presupposition and structural presupposition.

The catalogue usually contains existential presupposition; hence the functional of catalogue is to show that the product is exist. But the unique of this IKEA catalogue is where the writer uses implicit sentence with the other presupposition to describe the existensial of product. Such as, structural presupposition which places the first rank since it covers the function of the product that automatically shows that the product also exis. All phrases also

containing presupposition which are expressed by factive verb for denote an act. They use change of states verb like as aspectual verb that is described and presupposed not have held prior to the changes. Also people sometimes use some adverbial clauses which structures conventionally and regularly. The assumption shows a presupposition which is associated with the use of certain words and phrases that asserted to be true.

Finally, the second last of presupposition in IKEA catalogue is non-factive presupposition. This presupposition is occurred 8 times hence the people sometimes are trying to give information in information. With some verbs such as imagine or don't imagine, they give information in information that they utter. And the last one is counter-factual presupposition. People do imagine something or just dreamed that the result or the fact is not existing or even the counter of them. So the word "if" is used by them to give the information that they do dream.

4.2. Suggestion

This research is not perfect enough. The mistakes of writing technique or grammar even the idea is possible. As the researcher suggests for the next research which focused or interesting to the same object tries to find the entailment of this IKEA catalogue.

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INTERNET RESOURCE

www.ikea.com



APPENDIX 1

THE TYPE OF PRESUPPOSITION AND TRIGGER IN THE IKEA CATALOGUE 2017

No	Image	Advertisement	Sentence	Presupposition	Trigger word	TYPE PRESUPPOSITION					
						EP	FP	NFP	LP	SP	CFP
1	Images 1	Meals bring us together, a time to leave the stress of the day behind and connect with what truly matters. We know that's not always the reality, but it's the one we're aiming for. To us, it doesn't matter where, how or what we eat so we're rethinking eating convention. That means creating new spaces to share a bite, elevating a meal for one, or throwing a charmingly imperfect dinner party. The dining space you create is where you celebrate, talk, catch up, make plans, and laugh at bad jokes together	"We know that a time to leave the stress of the day behind and connect with what truly matters is not always the reality." (p)	a time to leave the stress of the day behind and connect with what truly matters is not always the reality	Know		V				
2			A time to leave the stress of the day behind and connect with what truly matters is not always the reality , but it's the one we are aiming for.	We haven't a time to leave the stress of the day behind and connect with what truly matters	Is not reality			V			
3			To us, it doesn't	we eat	where, how					V	

		and we hope it's a place you never want to leave.	matter where , how or what we eat so we're rethinking eating convention		or what (adverbial clause)						
4				We thought before	Rethinking (iterative)				V		
5			That means creating new spaces to share a bite, elevating a meal for one, or throwing a charmingly imperfect dinner party	we don't create space to share a bite, elevating a meal for one, or throwing a charmingly imperfect dinner party before	Create (change of state verb)				V		
6			The dining space you create is where you celebrate, talk, catch up, make plans, and laugh at bad jokes together	you celebrate, talk, catch up, make plans, and laugh at bad jokes together	Where (adverbial clause)					V	
7	Image 2	The "perfect" dinner party doesn't exist. And it's a myth that stops many of us from throwing open the doors and inviting people over. Well, it's time to embrace our inner	Well, it's time to embrace our inner Italian	We had not inner Italian dinner					V		
8			And it's a myth that stops many of us from throwing	Something stops many of us from throwing open the	That (adverbial clause)					V	

		Italian. Friends, family and neighbors are all invited. Push together the tables, put a handful of cutlery in a jar and grab any seat you can find. This is a family-style dinner where it's ok to spill – and put your elbows on the table.	open the doors and inviting people over	doors and inviting people over							
9				many of us from throwing is used to open the doors and inviting people over before	Stops (change of states verb)				V		
10			These days, the family dinner is whatever – and wherever – we want it to be	There is family dinner	Noun clause	V					
11	Image 3	These days, the family dinner is whatever – and wherever – we want it to be. But there's one thing we can all agree on – that being together is what we care about. A comfy dining spot we never want to leave is where we tell our stories, create memories and throw out the old rules. So eat at the table, eat under the table, eat on the sofa, or eat in a tent, as long as it's together	But there's one thing we can all agree on – that being together is what we care about.	we care being together	that (Adverbial clause)					V	
12			A comfy dining spot we never want to leave is where we tell our stories, create memories and throw out the old rules	we tell our stories, create memories and throw out the old rules	Where (adverbial clause)					V	

13			So eat at the table, eat under the table, eat on the sofa, or eat in a tent, as long as it's together	We don't eat at the table, eat under the table, eat on the sofa, or eat in a tent, as long as it's together before	Imperative sentence				V		
14	Image 4	The dining area is where we gather to share a meal, tell stories and make grand plans. And it's important to get it just the way you want it because the atmosphere helps create these moments big and small. The table and chairs are based on the style you like and the size you need. Bringing the rest together requires just a few key pieces that create the right mood for merry making.	The dining area is where we gather to share a meal, tell stories and make grand plans	we gather to share a meal, tell stories and make grand plans	Where (adverbial clause)				V		
15			The atmosphere helps create these moments big and small	these moments big and small is nothing before	Create (change of state verb)				V		
16			The table and chairs are based on the style you like and the size you need	I have style that I like and size that I need	Noun phrase	V					
17			Bringing the rest together requires just a few key pieces that create the right mood for	Bringing the rest together creates the right mood for merry making.	That (adverbial clause)					V	

			merry making.								
19	Image 5	When the kids have grown up and moved out, it's a chance to reconnect – and reinvent how you spend time together. Now every meal is just for two, a mini date where you can sit close and get cozy. You can share a home-cooked meal at the table, coffee in comfy armchairs or breakfast on the floor. It's up to you. With the room to create these spaces now, every day dining becomes a bit more intimate.	When the kids have grown up and moved out, it's a chance to reconnect – and reinvent how you spend time together	The Kids have grown up and moved out	when Adverbial clause					V	
20				It's a chance to reconnect – and reinvent how you spend time together	Reconnect and reinvent Iterative					V	
21			You can share a home-cooked meal at the table, coffee in comfy armchairs or breakfast on the floor.	You have home-cooked meal at the table, coffee in comfy armchairs or breakfast on the floor	Conventional items				V		
22			With the room to create these spaces now, every day dining becomes a bit more intimate.	Dining room is intimate space	Comparative construction					V	
23	Image 6	Our meals have migrated – from the dining table to the sofa, floor and desk. These days, a meal with friends or	Our meals have migrated – from the dining table to the sofa, floor and	The meals was in dining table	migrated Implicative verb			V			

		family doesn't have to happen around a perfectly set table. And it doesn't even have to include chairs. The days of "have to" are over. Go ahead and eat around a coffee table. Sit on the sofa or the floor. Because it doesn't really matter where we eat – just that we get to be together.	desk								
			The days of "have to" are over. Go ahead and eat around a coffee table. Sit on the sofa or the floor	They had not been eat around a coffee table, sit on sofa or floor	Imperative sentence				V		
24	Image 7	There is so much cooking inspiration out there these days, and while it encourages us to get into the kitchen it also sets the bar a bit too high. Filtered photos of perfectly plated meals are not the reality – but a home-cooked meal shared with our favorite people can be. So we're offering some ideas that could help take the pressure off. Like making it easier to prepare and cook meals in a small space; refreshing a rental kitchen to make it work for you; or simply creating a space that	While it encourages us to get into the kitchen it also sets the bar a bit too high	They didn't get into kitchen before	Encourage (chage of verb state)				V		
25			Filtered photos of perfectly plated meals are not the reality – but a home-cooked meal shared with our favorite people can be.	Filtered photos of perfectly plated meals is not reality	Not reality		V				
26			So we're offering some ideas that	They didn't prepare and cook meals in a	Conventional items				V		

		inspires you to cook like no one's watching.	could help take the pressure off. Like making it easier to prepare and cook meals in a small space	small space before							
27	Image 8	The appeal of cooking for one is all about perception. You could see it as an inspiration-less chore, something you simply have to do. Or you could see the possibilities – because when you're one, you can literally do whatever you want. Stay in your pajamas. Sing a cheesy rock anthem in your loudest voice and cook with gusto, even if things end up on the floor. It's about customizing a kitchen just for you, one that inspires you to cook like no one's watching	The appeal of cooking for one is all about perception. You could see it as an inspiration-less chore, something you simply have to do.	The appeal of cooking for one is an inspiration-less chore, something you simply have to do.	(see) Factive word	V					
28			Because when you're one, you can literally do whatever you want	You literally do what you want	Adverbial clause					V	
29			Stay in your pajamas. Sing a cheesy rock anthem in your loudest voice and cook with gusto, even if things end up on the floor	You didn't stay in your pajamas; sing a cheesy rock in your loudest voice.	Imperative sentence					V	

30	Image 9	This is a kitchen for the chefs – the ones who fantasize about finely tuned utensils, endless counter space and gadgets that can cook any meal. The pro tools here might surprise, like a steam oven that makes food more flavorful, a gas stove for fast and controlled frying, and rows of neatly organized utensils for every purpose. It's a place to geek out and unleashes your inner chef.	This is a kitchen for the chefs – the ones who fantasize about finely tuned utensils, endless counter space and gadgets that can cook any meal	Chef fantasize about finely tuned utensils, endless counter space and gadgets that can cook any meal	Adverbial clause					V	
31			The pro tools here might surprise, like a steam oven that makes food more flavorful, a gas stove for fast and controlled frying, and rows of neatly organized utensils for every purpose	a steam oven makes food more flavorful, a gas stove for fast and controlled frying, and rows of neatly organized utensils for every purpose	Adverbial clause					v	
32	Image 10	In this family kitchen, there are never too many cooks. All of the counter space can be found on the big island, a place to stand elbow to-elbow while each peels, chops and dices up their part of the meal. And having two	In this family kitchen, there are never too many cooks.	There are family kitchen	Noun phrase	V					
33			It ensures that everyone can be	Everyone is not involved in a	Change of states verb			V			

		sinks helps relieve the usual traffic jams that can happen in a crowded kitchen. It ensures that everyone can be involved in a family ritual that brings us closer – and creates some messy memories.	involved in a family ritual that brings us closer – and creates some messy memories	family ritual that brings us closer – and creates some messy memories yet						
34	Image 11	It often feels as if there are lots of rules and expectations in the kitchen, and it kills the inspiration because you end up designing it to look the way you're told it should – and not like you. Well it's time to liberate your kitchen, and create the space that inspires you. For us, it's a cool and playful cube that divides one room up into four. It is our blank canvas, a place to experiment and be adventurous. Whatever it might be for you, we say go for it. Because if it's your happy place, That's all that matters	It often feels as if there are lots of rules and expectations in the kitchen, and it kills the inspiration because you end up designing it to look the way you're told it should – and not like you	something kills the inspiration because you end up designing it to look the way you're told it should – and not like you	Cleft sentence				V	
35			Well it's time to liberate your kitchen, and create the space that inspires you	Your kitchen did not liberate and the space didn't inspire you before.	Change of state verb				V	
36	Image 12	There is no place that	Many of the	Swedes design	Adverbial				V	

		captures the true character and customs of our homeland better than a Swedish kitchen. Many of the things we value most – being close to nature, eating long meals together, and allowing our kids all over the home – is guiding how Swedes design their kitchens. These inviting and	things we value most– being close to nature, eating long meals together, and allowing our kids all over the home – is guiding how Swedes design their kitchens	their kitchens	clause						
37		approachable spaces reflect the simplicity of the landscape around us – in materials, in style and in personality. This is how we live, and we're proud to share it (but not too proud – that's not Swedish)	These inviting and approachable spaces reflect the simplicity of the landscape around us – in materials, in style and in personality	There is the simplicity of the landscape around us – in materials, in style and in personality.	Reflect (factive verb)		V				
38			This is how we live, and we're proud to share it (but not too proud – that's not Swedish).	We share it	Factive verb		V				

39	Image 13	That pang of guilt we get when throwing away food that's past its prime is all too real. But if you can't see it, you can't eat it. Reimagining the kitchen so it's designed to reflect how we actually eat can help us waste a lot less food. Simple things – like storing food in transparent containers or putting it on open shelves rather than in deep cupboards – inspires us to cook with what we have, rather than buying more.	That pang of guilt we get when throwing away food that's past its prime is all too real	We throw away food	Adverbial clause					V	
40				That pang of guilt we get when throwing away food	Factive verb		V				
41			Reimagining the kitchen so it's designed to reflect how we actually eat can help us waste a lot less food	The method we eat can help us waste a lot less food	Adverbial clause					V	
42	Image 14	Most of us are aware of the impact our daily lives can have on the planet, but “being sustainable” can feel like a big job. The thing we often forget, though, is that we're not supposed to do it alone. The key is finding small ways to do our part. Because when we add up these small acts, that's when the big change	Most of us are aware of the impact our daily lives can have on the planet, but “being sustainable” can feel like a big job	The impact our daily lives can have on the planet	Factive verb		V				
43			We add up these small acts, that's when the big	We do small act before	Iterative				V		

		really happens	change really happens								
44	Image 15	Kitchens in rental homes don't always have the functionality needed by passionate home cooks. But you don't have to start from scratch to get it. You can recreate a bit of that restaurant kitchen feeling at home with a smart, add-on workstation for things like fleeting and julienning.	You can recreate a bit of that restaurant kitchen feeling at home with a smart, add-on workstation for things like fleeting and julienning	You have created before	Iterative				V		
45		workstation for things like fleeting and julienning. A wheeled trolley can bring your favorite tools closer. And don't worry if the result on the plate is not quite what you imagined. The mistakes are what make it better next time.	And don't worry if the result on the plate is not quite what you imagined. The mistakes are what make it better next time.	the result on the plate is not quite good	Non factive verb			V			

46	Image 16	Welcome to your IKEA Restaurant – where you can turn up when you like and stay for as long as you want. You can tuck into a tasty breakfast, lunch or dinner – or just grab a quick coffee. The wide menu of Swedish style dishes and local specials includes plenty of healthy options as well as indulgent treats, so the whole family can enjoy its favorites. And, with prices that are just as tempting, you can satisfy your appetite with little impact on your wallet. Do you like to try some Swedish specials at home? You can pick up many of the ingredients in the Swedish Food Market before you leave the store.	Do you like to try some Swedish specials at home?	You never tried some Swedish specials at home before	Conventional item					V	
47			You can pick up many of the ingredients in the Swedish Food Market before you leave the store	There are many of the ingredients in the Swedish Food Market before you leave the store	Definite noun phrase	V					
48	Image 17	You can always enjoy a healthy, well-balanced meal with great favors. And you can trust that the ingredients meet high standards of	You can always enjoy a healthy, well-balanced meal with great favors	There is a healthy, well-balanced meal with great favors food in IKEA.	Definite noun phrase	V					

49		environmental and social responsibility. We want to give you a choice of wholesome and sustainable food at an everyday price.	And you can trust that the ingredients meet high standards of environmental and social responsibility	The ingredients meet high standards of environmental and social responsibility.	Factive verb		V				
50	Image 18	Each of us has a unique way of doing things – and relaxing is no different. It could be reading a book on your own or watching a film with your partner. Maybe it's working on a passion project or being close to your kids. The living room is where it all takes place – and there's no such thing as one-size-fits-all.	The living room is where it-reading a book on your own or watching a film with your partner-all takes place	reading a book on your own or watching a film with your partner all takes place	Adverbial clause					V	
51		There are no rules or blueprints. And nothing you have to have. It's about crafting a space with the right pieces – ones that fit your special brand of relaxing and recharging	Each of us has a unique way of doing things – and relaxing is no different. It could be reading a book on your own or watching a film with your partner.	reading a book on your own or watching a film with your partner is unique way of relaxing	Cleft sentence					V	
52	Image 19	Home is the place where we can be ourselves – sweatpants and all. The outside world	Home is the place where we can be ourselves –	we can be ourselves – sweatpants and all	Adverbial clause					V	

		stays out with their expectations, schedules and dress codes. Inside is all about recharging and relaxing. When we imagine that room, it looks a bit like this. A soft and serene space	sweatpants and all. The outside world stays out with their expectations, schedules and dress codes								
53		with our sofa as the hero – a spot so inviting us never want to leave. Yours might look different – and it should. Because it can be whatever you want it to be.	When we imagine that room, it looks a bit like this. A soft and serene space with our sofa as the hero – a spot so inviting us never want to leave. Yours might look different – and it should	Something looks a soft and serene space with our sofa as the hero room isn't real yet	Cleft sentence					V	
54				That room is not A soft and serene space with our sofa as the hero – a spot so inviting us never want to leave	Factive word			V			
55		Being out in nature is like a reboot for the soul. It brings us back to a place of calm, where the outside world fades away. Recreating this feeling at home is simply a matter of bringing the outdoors in. Go wild with green plants, which are more than just décor –		The outside world fades away	Adverbial clause					V	
56	Image 20		It brings us back to a place of calm, where the outside world fades away	We had been in a place of calm	Iterative				V		
57				Something brings us back to a place of calm	Cleft sentence					V	

58		they also purify the air and minimize stress. Then add some natural materials like rattan, wood and terracotta to make time in this corner feel totally tranquil.	Then add some natural materials like rattan, wood and terracotta to make time in this corner feel totally tranquil	The room has natural materials like rattan, wood and terracotta	Factive word		V				
59	Image 21	Beautiful images of the home are delivered into our hands every day– ones that inspire and also intimidate. But getting your dream living room doesn't have to be hard, especially with some simple steps that help turn fantasy into a reality. You can use one to freshen up and personalize your space – or all of them for a true transformation	But getting your dream living room doesn't have to be hard, especially with some simple steps that help turn fantasy into a reality	You have dream living room	Definite noun phrase	V					
60	Image 22	As many migrate to cities, smaller spaces have become the new dream home. And part of the reason is that small is smart. The sofa bed is the heart of this living room, made for socializing as much as snoozing. When you add a	As many migrate to cities, smaller spaces have become the new dream home	many migrate to cities has smaller spaces	Conventional item					V	
61			The sofa bed is the heart of this living room	There is sofa in that living room	Definite noun phrase	V					

62		folding table that doubles as a desk, a chair that's also wall décor and a bench, you have plenty of room for a refined, urban tea party with friends. Pinky fingers up.	When you add a folding table that doubles as a desk, a chair that's also wall décor and a bench, you have plenty of room for a refined, urban tea party with friends. Pinky fingers up	you add a folding table that doubles as a desk, a chair that's also wall décor and a bench	Adverbial clause						V	
63	Image 23	Precious moments with our kids are the memories that stay with us. But in the everyday, it can be hard to find time for those moments. So we came up with an unconventional fix. We brought the bunk bed out of the kids' room and put it in the living room – giving it a refined and mature aesthetic. It's part jungle gym and part cozy sofa, a piece that lets kids be kids and adults be adults – together.	It can be hard to find time for those moments, so we came up with an unconventional fix	something can be hard to find time for those moments	Cleft sentence						V	

64	Image 24	A grassy outdoor spot is a great place for kids to run, jump, hide and tumble. But it's not the only one. The great indoors are a safe spot for fun and games – with the right details. A storage wall in this mature living room hides away all of the ingredients of play, while hooks can turn toys into decoration. Now playtime can happen any time – and adults are welcome too.	A storage wall in this mature living room hides away all of the ingredients of play, while hooks can turn toys into decoration	There is A storage wall	Definite noun phrase	V						
65				There is mature living room	Definite noun phrase	V						
66	Image 25	The NORSBORG sofa not only comes with machine-washable covers. Inside, high-resilience foam provides comfortable support and regains its original shape when you stand up. You don't even have to fluff up the cushions	The NORSBORG sofa not only comes with machine-washable covers, inside high-resilience foam provides comfortable support and regains its original shape when you stand up	There is the NORSBORG sofa with machine-washable and covers high-resilience foam provides comfortable support and regains its original shape in IKEA	Definite noun phrase	V						
67				The NORSBORG sofa comes with machine-washable	Factive sentence		V					

				covers							
68	Image 26	As every great chef knows, you should never underestimate the value of the finishing touch. Like the grooves on the handle, to give you a secure, form grip as you cut, chop and slice your way to dinner	As every great chef knows, you should never underestimate the value of the finishing touch. Like the grooves on the handle, to give you a secure, form grip as you cut, chop and slice your way to dinner	You should never underestimate the value of the finishing touch. Like the grooves on the handle, to give you a secure, form grip as you cut, chop and slice your way to dinner	Factive sentence		V				
69	Image 27	Organizing is a challenge we all share – even the most enthusiastic tidier. And while there is no magic potion that effortlessly arranges your things (we wish there was), we have some easy-to-implement ideas for the life you actually have. Ideas like creating a closet or a home office where there was none. And storage that hides cords or displays your most cherished memories. These	Organizing is a challenge we all share – even the most enthusiastic tidier. And while there is no magic	There is no magic potion that effortlessly arranges your things	Non factive sentence			V			
70		we have some easy-to-implement ideas for the life you actually have. Ideas like creating a closet or a home office where there was none. And storage that hides cords or displays your most cherished memories. These	potion that effortlessly arranges your things (we wish there was)	No potion effortlessly arranges your things	Adverbial clause					V	

		are solutions that understand organizing can be a chore-but doesn't make it feel that way.									
71	Image 28	Digital devices are an integral part of our lives. Smart solutions that allow you to effortlessly charge and organize them should be, too. So we came up with a few ideas– like a coffee table with shelves to store devices you're using. Or TV storage where you can stash or charge the ones you're not. Instead of floating around, every device has a home of its own – until you're ready for more digital diversion.	So we came up with a few ideas– like a coffee table with shelves to store devices you're using.	We have not came up with a few ideas– like a coffee table with shelves to store devices you're using before	Iterative				V		
72			TV storage where you can stash or charge the ones you're not.	you can stash or charge the ones you're not.	Adverbial clause					V	
73			So we came up with a few ideas– like a coffee table with shelves to store devices you're using”	you're using store devices	Factive sentence		V				

		USB port can top up power on phones or tablets before you free them up again.									
74	Image 29	The hallway can be harmonious, a calm space for getting ready to leave the house. It turns what could be a stressful moment of the day into an indulgent one that's all about the finishing touches. Beautiful and transparent storage gives your coats, scarves and shoes a place of their own, and puts them on display. It's about elevating the little things – and bringing some tranquility to your mornings.	It turns what could be a stressful moment of the day into an indulgent one that's all about the finishing touches.	It could be a stressful moment of the day into an indulgent one that's all about the finishing touches.	Adverbial clause					V	
75				Something turns a stressful moment of the day into an indulgent one that's all about the finishing touches.	Cleft sentence					V	
76	Image 30	Small homes are not exactly known for their ample wardrobe space. Usually it's a tiny box more suited to brooms than blazers. But what if you didn't need that wardrobe? Using open storage as a room divider gives a room a spacious, boutique-like feeling. You	Usually it's a tiny box more suited to brooms than blazers. But what if you didn't need that wardrobe? Using open storage as a room divider gives a room a spacious,	A tiny box is suited to blazers	Comparative construction					V	
77		what if you didn't need that wardrobe? Using open storage as a room divider gives a room a spacious, boutique-like feeling. You	Using open storage as a room divider gives a room a spacious,	you need that wardrobe, a tiny box that's more suited to brooms	If clause contraction						V

		can quickly see everything you have, making it easier to decide and get dressed.	boutique-like feeling.								
78		You'll just have to remind your friends that nothing here is for sale – except the storage system itself.	You can quickly see everything you have	You have something that you can see	Factive word		V				
79	Images 31	The low-cost dream wardrobe A big wardrobe that displays our clothes and gives everything a place of its own is a fantasy for many. But big wardrobes come with big price tags, don't they? Not in our world.	A big wardrobe that displays our clothes and gives everything a place of its own is a fantasy for many. But big wardrobes come with big price tags, don't they? Not in our world.	IKEA has big wardrobes with low price.	Counter factual construction						V
80		This is the low-cost dream wardrobe, with many of the features, functions and sophisticated details you've always envisioned. With soft curtains, long rails, show-off shelves and a bit of sparkle, reality just got a lot closer to your dreams.	This is the low-cost dream wardrobe, with many of the features, functions and sophisticated details you've always envisioned	There is the low-cost dream wardrobe, with many of the features, functions and sophisticated details	Factive word		V				
81			With soft	soft curtains, long	Non factive			V			

			curtains, long rails, show-off shelves and a bit of sparkle, reality just got a lot closer to your dreams	rails, show-off shelves and a bit of sparkle is the dream	word						
82	Image 32	For renters, more functional and flexible storage is a big wish – no matter how long they stay. Landlords, on the other hand, wish for fewer holes in the wall. So we challenged ourselves to try and make both a reality. This is the no-drill wardrobe, a low-cost combination of lightweight clothing racks, boxes and flexible metal cubes. It is a solution that makes a rental feel more like home – for now.	For renters, more functional and flexible storage is a big wish – no matter how long they stay.	Old renters has not more functional and flexible storage	Iterative			V			
83			Landlords, on the other hand, wish for fewer holes in the wall	They stay	Adverbial clause					V	
84	Image 33	Bringing home a baby also means bringing home a lot of stuff. And in a small space that can lead to big sacrifice. But adding a nursery in your bedroom doesn't have to	So we created the nursery wall, a space that maximizes the room you have with individual	We manage to build the nursery wall, a space that maximizes the room you have with individual	Implicative verb				V		

		mean giving up your meticulous wardrobes. So we created the nursery wall, a space that maximizes the room you have with individual wardrobes for all, a changing station and a crib. It's an organized spot where you can change your clothes – and the baby too.	wardrobes for all, a changing station and a crib.	wardrobes for all, a changing station and a crib.							
85				nursery wall maximizes the room you have with individual wardrobes for all, a changing station and a crib	Adverbial clause					V	
86	Image 34	The day starts and ends here, among a mess of soft covers and plush pillows. And with a bit of dreaming, it can be elevated beyond a simple place to snooze. It could feel like a hotel in a far-fung city. Or an enveloping space high up in the clouds. It could be a private island for one in a shared room or a stylish sanctuary that blends the personalities of two. Whatever mood you create, your bedroom will be a peaceful and personal place to spend way more than just eight hours.	And with a bit of dreaming, it can be elevated beyond a simple place to snooze. It could feel like a hotel in a far-fung city	Something can be elevated beyond a simple place to snooze and something could feel like a hotel in a far-fung city	Cleft sentence					V	
87			Whatever mood you create, your bedroom will be a peaceful and personal place to spend way more than just eight hours.	Something is not a hotel in a far-fung city	Non factive verb		V				
88				You create mood	Adverbial clause					V	

89	Image 35	When your bedroom is a soothing and sublime retreat, you have more energy for the important things in life – friends, family and you. This is your guide to creating it with the right mood lighting, textiles and above all – comfort. These three steps can help transform the bedroom into the calm refuge of your dreams.	When your bedroom is a soothing and sublime retreat, you have more energy for the important things in life – friends, family and you	Your bedroom is a soothing and sublime retreat	Adverbial clause					V	
90	Image 36	Preparation doesn't have to be a dirty word – especially when it buys you more time in bed. Just a few simple steps like hanging up tomorrow's outfit and laying out the little things like watches, wallets and devices means a little extra shut-eye. Go ahead and hit snooze twice.	Preparation doesn't have to be a dirty word – especially when it buys you more time in bed	Preparation buys you more time in bed	Adverbial clause					V	
91	Image 37	When you live with roommates, it can be hard to find those “me-time” moments. But creating a small island with a population	When you live with roommates, it can be hard to find those “me-time” moments.	Life with roommates can be hard to find those “me-time” moments	Adverbial clause					V	

92	of one can really help. Bookcases and clothing racks affordably divide up the bedroom space and help to dampen noise, making sure alone time is truly your own.	something can be hard to find those “me-time” moments	Cleft sentence					V	
Subtotal				12	14	8	17	39	2
Total				92					

CURRICULUM VITAE

1. Personal Detail

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2. Educational Backgroud

SD Negeri 4 Jaraksari (1999-2005)
MTs N 1 Wonosobo (2005-2008)
KMI Darunnajat (2008-2012)
UIN SUNAN KALIJAGA (2012-2018)

3. Published Book

Antologi Cerpen Meniti Pelangi (2014)
Antologi Puisi Membidik Bintang (2014)
Antologi Cerpen Kita dan Putih Abu-abu (2015)