

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Presuppositions underlie every conversation, and even if the speaker does not share information directly, the listener understands the speaker's presuppositions or assumptions. However, listeners sometimes must make an effort to discern the speaker's intentions, especially when interpreting indirect speech or implied meanings. This can lead to confusion and difficulty in grasping the exact meaning conveyed by the speaker. Consequently, misinterpretations are not uncommon, particularly regarding assumptions. In simple terms, presuppositions refer to assumptions accepted as true by both the listener and the speaker. According to Yule (1996), what a speaker (or writer) assumes to be true or known by the listener (or reader) is termed a presupposition. This indicates that the listener has accepted certain statements as valid, thereby establishing the speaker's utterances as presuppositions.

The presupposition is all about the assumptions that listeners accept as valid when they communicate. It plays a crucial role in effective communication, especially when trying to build mutual understanding around topics that might be new or unfamiliar. Factors like word choice, phrasing, and sentence structure can influence these presuppositions (Yule, 1996). There are different types of presuppositions, and each can carry more meaning than what is said. Also, certain linguistic forms can hint at possible presuppositions that might come up in context, depending on what the speaker intends. Yule (1996: 26-29) identifies six types of presupposition, these forms act as clues for possible presuppositions, which only become actual presuppositions in specific contexts.

Presupposition can make the speaker assume to find the background of the meaning of the utterances. It is obtained from statements submitted without thinking about whether the assumption is true or not, which refers to the statement exactly. It is also called an estimate by the hearer or reader of an expression, both spoken and written, as a form of first response in the face of a linguistic expression. Yule (1996) defines presupposition as “something that the speaker assumes to be the case before making an utterance.” Furthermore, Levinson (1983) notes that “presuppositions are, roughly speaking, conditions on the use of sentences which make implicit reference to the shared background knowledge of participants in a conversation.” This indicates that for presuppositions to function effectively, they must be mutually recognised or assumed by both the speaker and the hearer, allowing the context of the utterance to be understood. Consequently, the sentences containing presuppositions must typically be part of the common ground within the context to ensure their appropriateness.

Presupposition can occur in conversations in daily life and in movies since movies portray social life. The language used in a movie attracts many audiences to watch it. The characters' use of presupposition must be appropriate so that the audience will understand the movie. According to Eliab in Rahman (2012:11), understanding a movie's core components is essential for analysis. These components consist of the story, characters, themes, setting, and style. This explains why the researcher has chosen Barbie Movie as the object of research.

Thus, the researcher will discuss the presupposition in Barbie's Movie. In Barbie's movie 2023, the movie does not merely fulfill expectations or general perceptions about the character of Barbie and her world. The characters confront

questions regarding assumptions about their identities and the behaviors they should show. Therefore, this latest Barbie movie 2023 not only portrays Barbie as an ideal doll but also reflects the complexities and deeper struggles of identity. The movie “Barbie”, released in 2023, is a highly anticipated adaptation of the iconic doll that has been a pop culture symbol for decades. Directed by Greta Gerwig, an acclaimed filmmaker known for her work in “Lady Bird” and “Little Women,” the movie is expected to bring a fresh and modern perspective on the Barbie character. Greta Gerwig, who also co-wrote the script with Noah Baumbach, is known for her insightful and sensitive narrative approach to social issues, particularly women and feminism.

The characters' utterances shape the scene in the Barbie Movie, along with the context of the situation and their shared knowledge, leading to various interpretations and assumptions. In the initial observation, the researcher pointed out one of the presupposition phenomena that can be found in the well-known Barbie movie. Here is an example of presupposition found in Barbie's movie 2023.

Data 49. Minutes (00.21.28)

Barbie Margot: NO!!! What do I have to do?!?

Weird Barbie: You have to go to the Real World and find the girl who is playing with you.

This scene occurs at Weird Barbie's house, where Barbie Margot's statement reflects a structural presupposition. This is evident in her use of the interrogative "What" when addressing Weird Barbie, which presupposes the intention to gather information. Weird Barbie's response then aids Barbie in comprehending the explanation given. According to Yule (1996), structural presupposition is often identified through the use of Wh-question constructions. The word "what"

signifies an inquiry about something specific and highlights the presence of missing information within the context of truth.

Several studies have analysed presupposition in various media contexts, including movies, speeches, interviews, debates, and social media. Tambunan et al. (2019) examined presupposition in *Barbie and the Magic of Pegasus*, highlighting factive presupposition as the most dominant type. In political discourse, Saputra (2021) analysed Barack Obama's speech, revealing existential presupposition as a key tool for engaging audiences. In entertainment, Dwidandi (2022) studied John Mulaney's comedy skit, identifying existential presupposition as the most frequent. Additionally, research by Bahar & Ariyanti (2021) explored presuppositions in television interviews, while Febrian (2012) analysed their role in narrative storytelling within *Harry Potter and the Deathly Hallows*. More recently, Pratiwi (2023) investigated presuppositions in Instagram captions, revealing their impact on audience perception in digital media. These studies demonstrate the widespread presence and significance of presupposition across different platforms. Collectively, these studies reveal the diverse functions of presupposition across media, establishing a foundation for examining its role in meaning-making and audience engagement.

Although numerous studies have explored presupposition in various contexts, no research has specifically examined presupposition in *Barbie* (2023). Also, previous *Barbie* movies have focused more on lighthearted and adventurous themes, often reinforcing conventional gender roles without critically addressing deeper social issues. In contrast, the 2023 movie takes a bold step by exploring complex themes such as gender inequalities and societal expectations. This shift allows for a deeper examination of how language is used to convey assumptions

and beliefs about oneself and others. This research will not only contribute to our understanding of presupposition in pragmatic discourse but also highlight the evolution of the Barbie character in addressing social issues relevant today.

1.2 Research Question

Based on the background, the researcher formulates the problem as “What kinds of presuppositions are found in Barbie's movie 2023?”

1.3 Research Purpose

Based on the research question above, this research aim to determine what kinds of presuppositions are used in the Barbie movie of 2023.

1.4 Research Limitation

This research identifies the types of presuppositions used in the Barbie (2023) movie script. The analysis examines presuppositions in the dialogues of all characters, exploring how they contribute to meaning and communication. Unlike previous Barbie films centred on fantasy and adventure, Barbie (2023) addresses self-perception and societal expectations, making it a compelling subject for presupposition analysis. Presupposition plays a crucial role in shaping character interactions and underlying messages. This study applies Yule's (1996) presupposition theory to categorize and analyse presuppositions based on context and situational use within the script.

1.5 Research Significance

This research will provide some information about the presuppositions used by all the characters in *Barbie's movie*. There are two side benefits of this research. The first is theoretical; the researcher describes how to analyse the type of presupposition to gain experience in ability, and it is expected to give further information and contribute to those who want to learn and conduct related research about presupposition based on Yule's theory.

The second is practical, and this research expects the reader to be careful in assuming the other utterances; before making an assumption, the researchers hope the reader can analyse the context when the utterances are uttered, or it is expected to give useful information to help the reader apply various types of presupposition. It is also expected to give useful information for the academic society to pragmatics, which discusses presupposition. Hopefully, it can enrich the reader who wants to add their knowledge about the use of presuppositions.

1.6 Definition of Key Terms

- Pragmatics

Pragmatics is the study of relative distance expressions, which means the assumption of how close or far away the listener is; the speaker determines how much needs to be said Yule (1996).

Pragmatics is a branch of linguistics concerned with the use of language in social contexts and how people produce and comprehend meaning through language.

- Presupposition

The presupposition is something the speaker assumes to be the case before making an utterance, Yule (1996:25). Hence, Presupposition is something that you assume to be true, especially something that you must assume is true to continue with what you are saying or thinking.

- Movie

According to Eliab in Rahman (2012:11), understanding a movie's core components is essential for analysis. These components include the story, characters, themes, setting, and style. The Barbie Movie. Directed by Greta Gerwig and Noah Baumbach, Barbie is a 2023 American fantasy film produced by Warner Bros and Mattel, and it was released in the United States on November 22, 2023.