

ABSTRACT

Characteristics of Existential Presuppositions in Mata Najwa's Talkshow "Learning from Buya Hamka" Pragmatic Perspective

This research is research that analyzes Mata Najwa's talk show conversation "Learning from Buya Hamka" which in her speech contains existential presuppositions. So the formulation of the problem needed for this study are, 1) What are the characteristics of existential presupposition that shows the existence of a person in the Mata Najwa talk show "Learning from Buya Hamka"? 2) What are the characteristics of existential presupposition that shows the existence of a place in the Mata Najwa talk show "Learning from Buya Hamka"? 3) What are the characteristics of existential presupposition that shows the ownership of goods or objects in the Mata Najwa talk show "Learning from Buya Hamka"?

Based on the formulation of the problem, this study aims to describe the existential presupposition in the Mata Najwa talk show "Learning from Buya Hamka".

This study uses a descriptive approach and qualitative research type to describe the findings obtained. The data in this study are words and phrases from the Mata Najwa talk show speech. This research method is a listening method with a basic technique in the form of a tapping technique. While the technique used in analyzing data is the matching technique.

The data presented in this study contains 576 data in the form of spoken sentences, 382 data showing the existence of a person, 76 data showing the existence of a place, and 37 showing the ownership of objects. This shows that the Mata Najwa talk show "Learning from Buya Hamka" uses more conversations that contain existential presuppositions of a person's existence.

Key words: Pragmatics, Existential Presupposition, talk show Learning from Buya Hamka, Mata Najwa