

***Analysis of Existential Presumptions in Raffi Ahmad and Nagita Slavina's Vlog in the Rans Entertainment Youtube Channel***

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**Abstract**

*Research with the title pragmatic study: Analysis of Existential Presuppositions on Raffi Ahmad and Nagita Slavina's Vlogs on the RANS Entertainment YouTube Channel. The aims of this study are: (1) to find out the existential presuppositions contained in vlogs, (2) to identify existential presuppositions contained in vlogs, and (3) to analyze existential presuppositions contained in Raffi Ahmad and Nagita Slavina's vlogs on the RANS Entertainment YouTube channel with using (George Yule's theory in Dia, 2012). The method used in this research is descriptive qualitative method. The source of the data in this study is speech contained in vlogs on the RANS Entertainment YouTube channel, while the research data is in the form of grammatical units in the form of words, phrases or sentences that contain existential presuppositions. This research instrument uses a documentation study. Data collection techniques in this study used documentation analysis techniques, while data analysis used in this study was descriptive analysis techniques. The results of this study analyze the existential presuppositions contained in Raffi Ahmad and Nagita Slavina's vlogs on RANS Entertainment's YouTube channel.*

**Keywords:** *Discourse, Pragmatic, Existential Presupposition, RANS Entertainment*

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**Article history**

<i>Received:</i> 18-10-2023	<i>Revised:</i> 15-11-2023	<i>Accepted:</i> 30-11-2023	<i>Published:</i> 20-12-2023
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**Introduction**

According to (Chaer in Mochamad Iqbal, 2023) states that the term "communication" includes the meaning of understanding and speaking, listening and responding to actions. In understanding and speaking, listening and responding to actions, language is necessary. Language is used as a means of human communication in social interaction so that all ideas in the human mind can be expressed through language codes (Mayasari in Mochamad Iqbal, 2023). Humans can persuade the thoughts of their interlocutors by responding or reacting to something according to the linguistic function used. This can be studied by the presence of media as a support

in the use of language in communication (Mochamad Iqbal, 2023).

Etymologically, the term "discourse" comes from the Sanskrit word *wac/wak/vak* which means to say, speak. In the world of linguistics, the word discourse is used as a translation of the English term "discourse". Etymologically, the term "discourse" comes from the Sanskrit word *wac/wak/vak* which means to say, speak. In the world of linguistics, the word discourse is used as a translation of the English term "discourse". If we trace it, the word discourse comes from the Latin word *discourse*, which means running here and there, running back and forth. The word is derived from *dis* (from/in a different direction) and *currere* (to run). In its development, the word discourse is more widely used by linguists in linguistic studies, while the term *discursus* and its adjective form *discursive* are more widely used by social scientists (Mulyono in Setiawan, 2016).

Discourse is the most complete language unit above sentences and the highest grammatical unit in the grammatical hierarchy. As the most complete unit of language, discourse has concepts, ideas, thoughts or ideas that can be understood by readers and listeners. As the highest grammatical unit, discourse is formed from sentences that meet grammatical and other discourse requirements. The grammatical requirement in discourse is that the discourse must be cohesive and coherent. Cohesive means that there is a harmonious relationship between the elements in the discourse. Meanwhile, coherent means that the discourse is integrated so that it contains neat and correct meaning. Discourse that is coherent but not cohesive (Dr. Sarma Panggabean, 2023).

Pragmatics is the study of language which includes a macrolinguistic level. This means that pragmatics examines the relationship between language elements that are associated with language users, not only linguistic aspects within the internal scope. In general, pragmatics is defined as the study of language that is linked to the context that underlies the explanation of the meaning of language in relation to language users (He, 2012).

The definition of pragmatics put forward by (Nadar in Dr. Ika Arfianti, 2020), namely the language used to communicate in certain situations. Apart from that (Rohmadi in Dr. Ika Arfianti, 2020) also suggests that pragmatics as part of functional linguistic analysis has comprehensive external elements. Pragmatics still adheres to external elements that determine the meaning of speakers' speech in communication (Dr. Ika Arfianti, 2020).

Pragmatics is a study that is able to accommodate several aspects outside of language that can provide meaning in a speech. The field of study that deals with the use of language in context is called the field of pragmatics studies. The fields of pragmatics study include presuppositions, deixis, speech acts, and conversational implicatures (Abdillah Fatmawati, 2020). One of the pragmatic studies that is quite interesting to research is presuppositions. A presupposition is something that a speaker can assume before producing a speech (Yule in Prapti Wigati Purwaningrum, 2019).

According to (Yule in Prapti Wigati Purwaningrum, 2019), presuppositions are what speakers use as a common basis for conversation participants. Another opinion was also expressed by (Rahardi in Prapti Wigati Purwaningrum, 2019) that a speech can be said to presuppose another speech if the untruth of the propositioned speech results in untruth or truth. A presupposition is a statement that contains the meaning of truth or untruth according to the statement (in Prapti Wigati Purwaningrum, 2019).

(Nopiyanthi in Deva, 2022) states that presuppositions are the speaker's initial

assumptions before making a speech, that what will be conveyed can be easily understood by the speech partner. More clearly, a presupposition is something that is not stated but is understood by the listener, because a presupposition is knowledge shared by the speaker and the speech partner (Deva, 2022).

Human life cannot be separated from communication activities. According to (Amri in Deva, 2022), people who use language in communicating in social environments often encounter various problems in conversations in society, however, this kind of obstacles often occur due to the limited ability of speakers and speakers. However, the basic concept of communication does not become a serious communication problem as long as the speakers and speakers can understand each other's speech due to the differences in the two languages (Deva, 2022).

YouTube is a famous video sharing website where users can upload, watch and various video clips for free. YouTube has become a social media that is quite famous and loved by the public. This media allows users to access videos or share them with other people. According to (Tjanatjantia in Inta Surya Pratiwi, 2022), YouTube was founded in February 2005 by three former PayPal employees, namely Chad Hurley, Steve Chen, and Jawed Karim. Generally, the videos on YouTube are film clips, as well as videos made by the users themselves. (Hidayanto and Irwansyah in Intan Surya Pratiwi, 2022), YouTube is also the second most visited website in the world and its emergence has become one of the most relevant mass communication media in the last ten years (Intan Surya Pratiwi, 2022).

(Putri in Intan Surya Pratiwi, 2022), said that currently the social media that is currently popular with the public is YouTube. YouTube, a site that provides various information in the form of 'moving images' and is reliable. A site that can search for video information and watch it directly. (Ajeng in Intan Surya Pratiwi, 2022) revealed that YouTube has become a new media innovation, and a distribution channel for various groups in creating video shows and advertising services. YouTube has become a platform for online TV stations with direct management, both individuals and groups (Intan Surya Pratiwi, 2022). The service has grown into the largest video community on the internet, featuring individuals from various communities with similar interests. This is what makes YouTube able to serve users with a variety of different interests and needs.

In today's digital era, vlogs (video blogs) have become a popular form of content consumed by millions of people around the world. Vlogs offer an interesting and effective way to share experiences, opinions and knowledge through online videos. According to IdMetafora.com, vlog is a form of video content created by individuals or groups who share their activities, experiences or opinions in the form of a video blog. The word "vlog" comes from combining the words "video" and "blog" or "weblog". Vlogs are often uploaded to video platforms such as YouTube and Vimeo, and can reach a wider audience worldwide. Vlogs can be about a variety of topics, such as daily life, travel, food, beauty, video games, and more.

This research focuses on pragmatic studies which discuss the macrolinguistic level (He, 2012). Pragmatics examines the relationship between language elements that are associated with language users, not only linguistic aspects within the internal scope. One of the pragmatic studies that is quite interesting to research is presuppositions (Prapti Wigati Purwaningrum, 2019).

Presumption is something that often occurs in everyday life. We often make assumptions or conclusions before obtaining sufficient information or before

understanding the actual situation. Elizabeth Loftus, a psychologist and memory expert, has conducted research on presuppositions and found that a person's memory can be influenced by false or misleading information previously provided. He stated that presuppositions can influence the way a person remembers or understands an event (Aisyah Salma Rasyidah<sup>1</sup>, 2023).

This research only focuses on analyzing the existential presuppositions contained in Raffi Ahmad and Nagita Slavina's vlog on the RANS Entertainment YouTube channel uploaded in June 2023. Researchers are interested in analyzing Raffi Ahmad and Nagita Slavina's vlog on their RANS Entertainment YouTube channel which has 25 subscribers. 2 million with a total of 3.6 thousand vlogs because many of the vlogs uploaded in June were trending and viral on social media. In particular, RANS Entertainment's vlog on the arrival of a boy band from South Korea which has many fans in Indonesia, namely NCT, to Raffi Ahmad and Nagita Slavina's new house. Apart from that, currently social media (YouTube) is very widely used and loved by people all over the world. So, researchers are interested in examining the existential presuppositions contained in several vlogs uploaded to the RANS Entertainment YouTube channel from 1-3 June.

According to Biografiku.com, Raffi Ahmad is the most successful celebrity in Indonesia. Apart from that, he is also active as an entrepreneur and investor under the banner of RANS Entertainment. His success in the world of entertainment has earned him the nickname "Sultan" or one of the richest artists in Indonesia. Raffi Ahmad is currently more active as a presenter of entertainment programs on TV and is active as a YouTuber with a fantastic income.

According to Biografiku.com, on October 17 2014, Raffi Ahmad officially married the girl he loves, Nagita Slavina, who is none other than a beautiful actress and childhood friend. Raffi's wedding to Nagita or who is familiarly called Gigi, was the most luxurious celebrity wedding party in 2014. Not only that, their luxurious wedding was broadcast live on private television in Indonesia for 14 hours. No less than her husband, according to Biografiku.com, Nagita Slavina is known as one of Indonesia's artists. Thanks to her intelligence and creativity, Nagita Slavina's name as an artist is familiar to the ears. Apart from being an artist, Nagita Slavina is also known for working as a producer, presenter and entrepreneur together with her husband Raffi Ahmad. Currently, she is one of the richest artists in Indonesia with her husband through the RANS Entertainment business venture.

According to Sirclo.com, RANS Entertainment is an entertainment company founded by Indonesian celebrity couple Raffi Ahmad and Nagita Slavina in 2015. Initially, this company focused on producing television shows and digital content. This company started from Raffi Ahmad and Nagita Slavina's desire to create different and high-quality entertainment content.

According to Wikipedia.org, RANS Entertainment is a YouTube channel and production house owned by Raffi Ahmad and Nagita Slavina. The name RANS comes from a combination of the names Raffi Ahmad (RA) and Nagita Slavina (NS). Both of them chose YouTube as the initial medium for broadcasting RANS Entertainment because Nagita Slavina felt freer to express herself through YouTube than television.

The data collection technique in this research uses documentation analysis techniques, namely by: (1) Watching and listening to Raffi Ahmad and Nagita Slavina's vlogs contained in RANS Entertainment uploaded 1-3 June 2023, (2) Selecting Raffi Ahmad and Nagita Slavina's vlogs contained in in RANS Entertainment which contains

indicators of existential presuppositions, (3) Write a vlog transcript as well as mark the existential presuppositions section in Raffi Ahmad and Nagita Slavina's vlog which is on the RANS Entertainment YouTube channel uploaded 1-3 June 2023. The data analysis technique used in this research is descriptive analysis technique, namely by: (1) Identifying words, phrases and sentences that have indicators of existential presuppositions in each vlog of Raffi Ahmad and Nagita Slavina contained in the RANS Entertainment YouTube channel uploaded 1-3 June 2023 based on George Yule's theory, (2) Analyze the existential presuppositions contained in Raffi Ahmad and Nagita Slavina's vlog on the RANS Entertainment YouTube channel, (3) Summarize the data that has been analyzed, and (4) Present the data descriptively.

The aims of this research are: (1) to find out the existential presuppositions contained in the vlog, (2) to identify the existential presuppositions contained in the vlog, and (3) to analyze the existential presuppositions contained in the vlogs of Raffi Ahmad and Nagita Slavina on the RANS Entertainment YouTube channel. Benefits of research: 1) Indonesian language teachers can use it as a reference in teaching lessons about pragmatics related to presuppositions, especially existential presuppositions, 2) students can increase their insight regarding existential presuppositions contained in vlogs, and also 3) for future researchers it can be used as a reference to conduct research on presuppositions, especially existential presuppositions, and also (4) for other researchers to also research other types of presuppositions contained in the vlog on the RANS Entertainment YouTube channel.

## **Method**

In this research, the researcher used a descriptive qualitative approach for the reason that it describes the existential presuppositions contained in Raffi Ahmad and Nagita Slavina's vlog on the RANS Entertainment YouTube channel. Qualitative descriptive research is research carried out by carefully and meticulously recording data in the form of words, sentences, pictures, diaries, and so on (Subroto in Eva Eri Dia, 2022). (Kim, et al in Halidu, 2019) states that qualitative descriptive (QD) is focused on answering research questions related to the question of who, what, where and how an event or experience occurs until finally it is studied in depth to find patterns that emerge in the event. This research is explained through descriptive data techniques which are analyzed using existing linguistic style theories, especially those related to presupposition elements put forward by George Yule. In this research, the data collected was in the form of a list of words obtained after the researcher carefully recorded the data containing existential presuppositions in the vlog.

The data source in research is the subject from which the data is obtained (Arikunto in Eva Eri Dia, 2022). The main data source in qualitative research is words and actions, the rest is additional data such as documents, journals, etc. The data source in this research was obtained from Raffi Ahmad and Nagita Slavina's vlog on the RANS Entertainment YouTube channel uploaded 1-3 June 2023. The object of this research is words, phrases or sentences containing existential presuppositions contained in the RANS Entertainment YouTube channel vlog uploaded 1-3 June 2023. The reason for using Raffi Ahmad and Nagita Slavina's vlogs on the RANS Entertainment YouTube channel is because several of the vlogs uploaded on June 1-3 2023 contain many existential presuppositions in them. Apart from that, researchers are interested in choosing the RANS Entertainment YouTube channel, because recently vlogs from this YouTube channel have been trending on social media.

Data are all facts and figures that can be used as material to compile information (Arikunto in Eva Eri Dia, 2022). So, the data in this research is in the form of grammatical units in the form of words, phrases or sentences containing existential presuppositions contained in Raffi Ahmad and Nagita Slavina's vlog on the RANS Entertainment YouTube channel uploaded June 1-3 2023. In this research the objective data is in the form of words, phrases or sentences contained in Raffi Ahmad and Nagita Slavina's vlog which was uploaded on June 1-3 2023 on the RANS Entertainment YouTube channel.

The research instrument according to (Moleong in Eva Eri Dia, 2022) explains that the characteristics of qualitative research cannot be separated from participant observation, but it is the researcher's role that determines the entire scenario. The research instrument in this research was carried out using documentation studies. Documentation studies were carried out on Raffi Ahmad and Nagita Slavina's vlog uploaded 1-3 June 2023 on the RANS Entertainment YouTube channel by watching and listening, marking the form of words, phrases or sentences that contain existential presuppositions contained in Raffi Ahmad and Nagita Slavina's vlog uploaded 1 - June 3, 2023 on the RANS Entertainment YouTube channel. The research instrument used in data collection was the researcher himself and was assisted by a tool in the form of note paper. Researchers also use tools that support and facilitate research. The tools used are: cellphone, paper and stationery. The aim of this research instrument is to make it easier to find words, phrases or sentences that contain existential presuppositions contained in Raffi Ahmad and Nagita Slavina's vlog uploaded 1 -3 June 2023 on the RANS Entertainment YouTube channel.

Table 1

The Existential Presuppositions contained in the vlog uploaded June 1-3 2023 on the RANS Entertainment YouTube channel.

No.	Vlog Title	Vlog Duration	Upload Date
1	Nct dojaejung diajak tumpengan dirumah baru raffi nagita!!!Rafathar&jaehyun akhirnya Dipertemukan	19.38	1 juni 2023
2.	Cipung ajak nct dojaejung makan baso digarasi! Nct dojaejung salfok	16.39	1 juni 2023
3.	Liat koleksi mewah raffi nagita Cipung bikin gemeter satu lapangan!! Belum 2 tahun udah Latihan tenis siap ngalahin papa raffi??!!	14.00	2 juni 2023
4.	Cipung ditinggal ncus pulkam lagi?!Raffi kerepotan ngasuh seharian,smp keliling pake mobil 1 Rupiah	18.35	3 juni 2023

According to (Arikunto in Eva Eri Dia, 2022) data collection methods are

methods that can be used by researchers to collect data. Data collection in this research was direct. The data collection technique in this research uses library documentation techniques, namely by: (1) Watching and listening to Raffi Ahmad and Nagita Slavina's vlogs on the RANS Entertainment YouTube channel uploaded June 1-3 2023, (2) Selecting Raffi Ahmad and Nagita Slavina's vlogs contained in the RANS Entertainment YouTube channel which contains indicators of existential presuppositions, (3) Writing a vlog transcript as well as marking the existential presupposition section in Raffi Ahmad and Nagita Slavina's vlog contained in the RANS Entertainment YouTube channel uploaded 1-3 June 2023.

The data analysis technique used in this research is a descriptive analysis technique, namely by: (1) Identifying words, phrases and sentences that have indicators of existential presuppositions in each Raffi Ahmad and Nagita Slavina vlog contained in the RANS Entertainment YouTube channel uploads 1-3 June 2023 based on theory (George Yule in Dia, 2012), (2) Analyzing the existential presuppositions contained in Raffi Ahmad and Nagita Slavina's vlog on the RANS Entertainment YouTube channel, (3) Concluding the data that has been analyzed, and (4) Presenting the data in an descriptive.

## **Results and Discussion**

After identifying words, phrases or sentences that have indicators of existential presuppositions, the researcher will then analyze the data based on theory (George Yule in Dia, 2012), the following is data on existential presuppositions found in Raffi Ahmad and Nagita Slavina's vlog uploaded on June 1-3 2023 on the RANS Entertainment YouTube channel:

Data 1

[video 1 (1:47)]

Nagita : "Kita mau potong tumpeng" NCT : "Tumpeng.."

According to (George Yule in Dia, 2012), existential presuppositions are presuppositions that associate the existence of an existence. In the first video or vlog (1:47) there is an existential presupposition that can be assumed or can give rise to an existential presupposition that there is a tumpeng. Apart from that, this speech can also give rise to another existential presupposition, namely that there is a group of people who are celebrating by cutting a tumpeng in front of them.

This speech was uttered by Nagita Slavina when a guest came to her house, namely NCT from South Korea. Nagita Slavina thought that with this moment she could introduce this tumpeng cut to NCT as part of the customs in Indonesia when celebrating thanksgiving. Nagita Slavina also thinks that what she is doing is a form of appreciation and joy when her idol, NCT, can visit her new home.

Data 2

[video 1 (2:19)]

Raffi : "Aa this is my son" (sambil mengajak anaknya mendekati NCT) NCT : "Haloo"

According to (George Yule in Dia, 2012), existential presuppositions are presuppositions that associate the existence of an existence. In the first video or vlog (2:19) there is an English saying which means "aa ini anakku". In this speech it can be assumed or can give rise to an existential presumption that there is someone who already has children. In this speech, it can also give rise to another existential presumption that there is a child who comes closer to a group of people who are talking together. These words were uttered by Raffi Ahmad when he was talking with NCT in front of the dining table. Raffi Ahmad thinks that he can introduce his first child to NCT and hopes that his child can become familiar with the three NCT members.

Data 3

[video 1 (4:40)]

Raffi : "Nah, this ini my little son" (sambil menunjuk Rayyanza yang sedang digendong sus)

NCT : "Waahhh"

Based on the opinion of (George Yule in Dia, 2012), existential presuppositions are presuppositions that associate the existence of an existence. In the first video or vlog (4:40) there is an English saying which means "well, this is my little child". In this speech it can be assumed or can give rise to an existential presupposition that there is someone who already has small children. In this speech, another existential presupposition can also be concluded, namely that there is the presence of a small child who comes closer to a group of people who are talking together.

This speech containing existential presuppositions was uttered by Raffi Ahmad when he saw his youngest child coming closer to him while he was busy talking with NCT. Raffi Ahmad thought that introducing his cute little son could get to know and play with NCT at his house.

Data 4

[Pada video 1 (5:17)]

Nagita : "Ya jalan kesana, nanti main ke atas" Rayyanza : (merengek sambil menunjuk ke arah lain)

According to (George Yule in Dia, 2012), existential presuppositions are presuppositions that associate the existence of an existence. In the first video or vlog (5:17) there is a statement that can be assumed or can give rise to an existential presumption that there is someone who owns a house consisting of several floors. This speech can also infer other existential assumptions or presuppositions that there is a place or room on the top floor of a house that is used for children to play. This existential presumption was expressed by Nagita Slavina when persuading Rayyanza to be invited by her sister to go somewhere else. She did this when she was still accompanying NCT and her husband to tour their new house. Nagita Slavina thought that what she was doing could persuade Rayyaza to want to play in another place that had been provided for her.

Data 5

[Pada video 1 (5:49)]

Raffi : "Dia nyobain perkedel jagung" NCT : (memakan perkedel jagung)

Existential presuppositions are presuppositions that associate the existence of an existence, according to (George Yule in Dia, 2012). In the first video or vlog (5:49) there is a statement that can be assumed or can give rise to an existential presumption that there is a food called corn fritters. This speech can also infer other existential



assumptions or presuppositions that someone is tasting or trying food made from corn. This speech containing existential presuppositions was uttered by Raffi Ahmad after NCT tasted the pieces of tumpeng which contained the corn perkedel side dish he gave him. Raffi Ahmad thought that what he was doing could introduce Indonesian food, namely corn fritters, to NCT and make them like corn fritters.

Based on data analysis that was carried out on Raffi Ahmad and Nagita Slavina's vlogs on the RANS Entertainment YouTube channel which were uploaded on June 1-3 2023 and reviewed using theory (George Yule in Dia, 2012), then in several of these vlogs many existential presuppositions were found. Existential presuppositions are presuppositions that associate the existence of an existence. In several of these vlogs, researchers found existential presuppositions totaling twenty pieces of data.

Tabel 2  
Data Classification

No.	Data praanggapan Eksistensial	Makanan	Hewan	Benda	Orang	Tempat
1.	"kita mau potong Tumpeng"	v				
2.	"aa this is my son"				v	
3.	"nah, this ini my Little son"				v	
4.	"..., nanti kita main Ke atas"					v
5.	"dia nyobain Perkedel jagung"	v				
6.	"sayang kamu naik Lift deh"			v		
7.	"kita ajak ke Kamar rafathar"					v
8.	"sekarang kita ke bawah, ke <i>Basement</i> "					v
9.	"itu ada sambelnya Kalau dia mau"	v				
10.	"dia suka ini" dan "basoo"	v				
11.	"katanya indonesia Makanannya enak-enak banget"					v

12.	“seru banget ya kedatangan nct Kesini”		v
13.	“disana bisa naik kapal, terus kita Keliling-keliling”		v
14.	“nih nih bolanya Ada dua”		v
15.	“rambutnya Bagus”		v
16.	“kita ke bawah Yuk”		v
17.	Ada ikan-ikan	V	
18.	“belum dipindahin Tuh sepatu papa”		v
19.	“eh kucing, lihat Kucing yuk”	v	
20.	“ada rumahnya Gading martin”		v

Based on this table, researchers have grouped twenty data containing existential presuppositions that were found in Raffi Ahmad and Nagita Slavina's vlogs on the RANS Entertainment YouTube channel. Twenty speech data containing existential presuppositions have fulfilled the classification of existential presuppositions according to theory (George Yule in Dia, 2012). Because every data obtained by researchers taken in Raffi Ahmad and Nagita Slavina's vlog on the RANS Entertainment YouTube channel has shown the presence or existence of food, animals, objects, people and places. After data analysis, it can be explained that this research is different from previous research. In previous research conducted by Abdillah Fatmawati, Ika Arifianti, and Desyarini Puspita Dewi (2020) entitled Existential Presuppositions of Ika Valensia's Theory in the Speech of Police Investigators in Interrogations and Their Implications in Class X Debate Learning at Vocational Schools. This research focuses on existential presuppositions in the speech of National Police investigators during interrogations and their implications in teaching debate on Indonesian language material for class X SMK. Apart from that, this research uses the theory of Ika Valensia.

The next relevant research is research conducted by Sri Deva (2022) entitled Analysis of Pragmatic Presuppositions in Daily Newspaper Editorial Analysis. This research focuses on the types of presuppositions contained in the editorials of the Daily Analisa newspaper. The differences in the results of the two studies above can be seen from the research results and also the research objects used by the researchers. Analysis in research conducted by Abdillah Fatmawati, Ika Arifianti, and Desyarini Puspita Dewi (2020) focuses on existential presuppositions in the speech of National Police investigators during interrogations and their implications in teaching debate on Indonesian language material for class X SMK. However, research conducted by Sri Deva (2022) focused on the types of presuppositions contained in the editorials of the Daily Analisa newspaper.

## **Conclusion**

Based on the results of the analysis above, it can be concluded that in Raffi Ahmad and Nagita Slavina's vlog on the RANS Entertainment YouTube channel, which was uploaded on June 1-3 2023, there are existential presuppositions. Researchers obtained twenty existential presupposition data from four vlogs uploaded on June 1-3 2023. The existential presuppositions found in this research were found in the speech: (1) "Kita mau potong tumpeng"; (2) "Aa this is my son"; (3) "Nah, this ini my little son"; (4) "..., nanti kita main keatas"; (5) "Dia nyobain perkedel jagung"; (6) "Sayang kamu naik lift deh"; (7) "Kita ajak ke kamar Rafathar"; (8) "Sekarang kita ke bawah, ke *basement*"; (9) "Itu ada sambelnya kalau dia mau"; (10) "Dia suka ini" dan "Basoo"; (11) "Katanya Indonesia makanannya enak-enak banget"; (12) "Seru banget ya kedatangan NCT kesini"; (13) "Disana bisa naik kapal, terus kita keliling-keliling"; (14) "Nih nih bolanya ada dua"; (15) "Rambutnya bagus"; (16) "Kita ke bawah yuk"; (17) "Ada ikan-ikan"; (18) "Belum dipindahin tuh sepatu papa"; (19) "Eh kucing, lihat kucing yuk"; (20) "Ada rumahnya Gading Martin".

Based on the conclusions, the researcher provides suggestions to: 1) Indonesian language teachers so that they can be used as a reference in teaching lessons about pragmatics related to presuppositions, especially existential presuppositions, 2) students to increase their insight regarding existential presuppositions contained in vlogs, and also 3) for future researchers it can be used as a reference for conducting research on presuppositions, especially existential presuppositions, and also (4) for other researchers they can also research other types of presuppositions contained in the vlog on the RANS Entertainment YouTube channel.

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