

Presupposition as a Persuasive Strategy in *the Ordinary's* Instagram Advertisement

 <https://doi.org/10.31004/jele.v11i4.2608>

*Silva Saputri, Udayani Permanaludin, Toneng Listiani^{abc} 

¹²³English Literature Departement, Faculty of Adab and Humanities, UIN Sunan Gunung Djati Bandung, Indonesia.

Corresponding Author: silvasaputri04@gmail.com

ABSTRACT

Presupposition is an important pragmatic strategy in advertising because it enables advertisers to communicate persuasive meanings implicitly. Although previous studies have examined presupposition in advertising discourse, limited attention has been given to its persuasive functions in Instagram-based skincare advertising, particularly in *The Ordinary's* advertisements. Therefore, this research aims to analyze the types of presupposition and their persuasive functions in *The Ordinary's* Instagram advertisement captions. A qualitative descriptive method was employed using captions posted on *The Ordinary's* official Instagram account between November 2025 until January 2026. Data were collected through observation and documentation techniques and analyzed using Yule's (1996) theory of presupposition. The findings revealed 31 instances of presupposition, consisting of lexical, existential, factive, and structural types, with lexical presupposition occurring most frequently. Presuppositions functioned to normalize skincare practices, strengthen product relevance, enhance brand credibility, and encourage audience engagement. These findings demonstrate the importance of presupposition as a persuasive strategy in digital advertising discourse.

Keywords: *Presupposition, Pragmatics, Persuasive Function, Instagram Advertising, Skincare Marketing*

Article History:

Received 19th May 2026

Accepted 27th June 2026

Published 02nd July 2026



INTRODUCTION

In digital advertising discourse, meaning is increasingly constructed through implicit rather than explicit linguistic strategies, reflecting a broader shift in how persuasion operates in mediated communication. Within the framework of pragmatics, meaning is not confined to what is directly stated, but extends to what is presupposed, implied, and taken for granted by participants in interaction (Levinson, 1983; Yule, 1996). This perspective emphasizes that successful communication depends not only on linguistic forms, but also on shared knowledge, contextual assumptions, and inferential processes. In digital environments, particularly on social media platforms such as Instagram, these pragmatic dimensions become even more significant due to the structural constraints of the medium. Advertising captions are typically brief, highly condensed, and designed to compete for attention within an oversaturated information space. As a result, advertisers must rely on strategies that maximize communicative efficiency while minimizing textual elaboration.

One consequence of this constraint is the increasing reliance on implicit meaning as a primary vehicle for persuasion. Rather than presenting explicit claims that may invite scepticism or critical evaluation, advertisers embed assumptions about consumers' needs, problems, and desires within the discourse itself. In this way, the persuasive force of the message operates not through direct assertion, but through the normalization of certain ideas as already given or self-evident. Research in digital marketing and social media communication suggests that audiences in such environments tend to process information rapidly and heuristically, often accepting implicit meanings without extensive critical scrutiny (Djafarova & Bowes, 2021; Evans et al., 2017; Lou & Yuan, 2019). This indicates that

implicitness is not merely a stylistic choice, but a strategic adaptation to the cognitive and contextual conditions of digital communication.

Among the various pragmatic mechanisms used to construct implicit meaning, presupposition plays an important role in advertising discourse. Presupposition refers to information that is assumed by the speaker and accepted by the hearer as part of the background of an utterance (Karttunen, 1974; Stalnaker, 1974). Unlike direct assertions, presuppositions are rarely questioned because they are presented as shared knowledge. In digital advertising, this strategy allows brands to influence audiences indirectly by embedding assumptions about consumer needs or problems. For example, the phrase “restore your skin’s balance” implicitly assumes that the consumer’s skin is unbalanced and requires treatment. Recent studies show that this type of implicit persuasion is increasingly common in online advertising because audiences tend to prefer subtle, informative, and trustworthy communication styles rather than direct promotional claims (Putri & Maharani, 2023; Rahmawati & Lestari, 2023).

To systematically analyse how presuppositions are constructed in discourse, it is necessary to consider their linguistic types and triggers. Yule (1996) categorizes presupposition into six main types: existential, fictive, non-fictive, lexical, structural, and counterfactual presupposition. Each type represents a distinct mechanism through which assumptions are encoded in language. Existential presupposition involves the assumption of the existence of entities or conditions, often realized through definite noun phrases or possessive constructions. Fictive presupposition presupposes the truth of information embedded within certain verbs, such as *know* or *realize*, thereby presenting it as established knowledge. Non-fictive presupposition, in contrast, introduces information as hypothetical or imagined rather than factual. Lexical presupposition arises from specific lexical choices that imply a prior state or repeated action, such as *again*, *continue*, or *stop*. Structural presupposition is embedded in syntactic constructions, including WH-questions, which presuppose certain information regardless of its truth value. Finally, counterfactual presupposition involves hypothetical constructions that imply a contrast between actual and unreal conditions. While this classification provides a useful analytical framework, its significance in advertising lies in how these presuppositional forms function as tools for persuasion. In digital advertising contexts, where brevity intensifies linguistic impact, these triggers allow advertisers to compress complex assumptions into minimal textual forms. Therefore, the analysis of presupposition must extend beyond identification to examine how these linguistic forms contribute to the construction of persuasive meaning and audience positioning.

Previous studies have demonstrated that presupposition plays a significant role in advertising discourse by shaping consumer perception through implicit assumptions. Huang & Miao (2020) found that presuppositions in cosmetic advertisements are frequently used to highlight recurring consumer problems and emphasize product necessity. Similarly, Djafarova & Bowes (2021) argued that implicit meanings in social media advertising contribute to the construction of idealized consumer identities and expectations. In the Indonesian context, Sari & Prasetyo (2023) revealed that presupposition in Instagram advertisements functions to build consumer trust and engagement through assumptions embedded in promotional messages. Furthermore, Putri & Maharani (2023) showed that implicit persuasive strategies are widely employed in Instagram advertising discourse to influence audience interpretation without direct promotional claims. These studies confirm that presupposition is an important pragmatic strategy in advertising communication, particularly in digital environments where messages must be concise yet persuasive.

Despite these valuable contributions, several limitations remain. Most previous studies primarily focus on identifying the types of presupposition used in advertisements without examining how those presuppositions function as persuasive strategies in shaping consumer needs, perceptions, and attitudes. In addition, studies investigating presupposition in Instagram-based skincare advertising are still limited. Existing research generally examines advertising discourse across broader product categories and rarely focuses on skincare brands that employ minimalist and science-oriented communication styles. More specifically, no

study has comprehensively analyzed the use of presupposition in The Ordinary's Instagram advertisements. Therefore, this study fills the gap by investigating both the types of presupposition and their persuasive functions in The Ordinary's Instagram captions (Putri & Maharani, 2023; Sari & Prasetyo, 2023).

Instagram provides a particularly relevant context for this investigation because it has become one of the most influential digital marketing platforms worldwide. Through visual content, captions, and interactive features, brands can communicate directly with consumers and construct persuasive messages in highly condensed forms (Evans et al., 2017; Lou & Yuan, 2019). Previous studies also indicate that Instagram marketing significantly influences consumer engagement and purchasing decisions because of its interactive and visual characteristics (Hidayat & Nugroho, 2022; Pratiwi & Kusumawati, 2023). In the skincare industry, language plays a crucial role in advertising because brands must communicate product benefits, scientific claims, and consumer needs while maintaining credibility and trust. The use of implicit linguistic strategies such as presupposition enables advertisers to present assumptions as natural and unquestionable, thereby increasing persuasive effectiveness (Levinson, 1983; Yule, 1996). Research on beauty and skincare advertising further suggests that persuasive language contributes to the construction of consumer perceptions regarding beauty standards, product effectiveness, and self-care practices (Fauziah & Permana, 2022; Rahmawati & Lestari, 2023).

Among skincare brands, The Ordinary represents an especially interesting object of study due to its distinctive marketing approach. Unlike many beauty brands that rely heavily on emotional appeals and exaggerated promotional language, The Ordinary adopts a minimalist, science-based communication style that emphasizes ingredients, transparency, and evidence-based skincare practices. This unique advertising strategy makes The Ordinary an appropriate case for examining how presupposition functions as a persuasive device in contemporary digital advertising discourse (Huang & Miao, 2020). Therefore, this study aims to analyze the types of presupposition used in The Ordinary's Instagram advertisement captions and examine how these presuppositions function as persuasive strategies in constructing consumer needs, shaping audience perception, and strengthening brand credibility in digital advertising discourse.

METHOD

This research employed a qualitative descriptive design to investigate the types and persuasive functions of presuppositions in digital advertising discourse. A qualitative approach was considered appropriate because it enables an in-depth exploration of linguistic phenomena and facilitates the interpretation of implicit meanings within specific communicative contexts (Creswell, 2014). The data consisted of English-language advertisement captions posted on the official Instagram account of The Ordinary (@theordinary), which serves as one of the brand's primary digital marketing platforms.

Data were collected using observation and documentation techniques. The researcher systematically observed posts published on The Ordinary's official Instagram account between November 2025 until January 2026. During the observation process, advertisement posts relevant to the research topic were identified and documented. Each selected post was captured through screenshots and subsequently transcribed into a textual corpus to facilitate detailed linguistic analysis. The documentation process ensured that the original captions were preserved accurately and could be examined repeatedly throughout the analysis.

The selection of data was conducted through purposive sampling. A total of eight advertisement captions were selected for analysis based on several criteria. First, the captions had to contain linguistic elements that potentially triggered presupposition. Second, the captions had to be directly related to skincare products, brand communication, or promotional activities. Third, the textual content had to be sufficiently clear and complete to allow pragmatic analysis. Finally, the selected posts were required to receive more than 5,000 likes, indicating a relatively high level of audience engagement and visibility. These criteria were

applied to ensure that the data represented influential advertising content and provided adequate examples of presuppositional use in digital marketing discourse.

The analysis was conducted in several stages. First, the transcribed captions were examined to identify presupposition triggers based on Yule (1996) classification, namely existential, fictive, non-fictive, lexical, structural, and counterfactual presuppositions. Second, the identified presuppositions were categorized according to their types and linguistic realizations. Third, the findings were interpreted to examine how presuppositions functioned as persuasive strategies in constructing consumer needs, normalizing problems, shaping audience perceptions, and strengthening product relevance. To enhance the credibility of the findings, theoretical triangulation was employed by integrating perspectives from pragmatics, presupposition theory, and digital marketing discourse. This approach enabled a more comprehensive interpretation of the persuasive functions of presupposition in Instagram advertising.

FINDING AND DISCUSSIONS

This section presents the findings concerning the types of presupposition identified in The Ordinary's Instagram advertisement captions and discusses their persuasive functions in digital advertising discourse. Based on Yule (1996) classification, four types of presupposition were identified in the data, namely lexical, existential, fictive, and structural presupposition. No instances of non-fictive and counterfactual presupposition were found. The findings indicate that presupposition serves as an important persuasive strategy that enables advertisers to construct consumer needs, strengthen credibility, and normalize product usage through implicit assumptions.

Table 1. Frequency of Presupposition Types

Presuppositon Type	Frequency	Percentage
Lexical	16	51.6%
Existensial	9	29.0%
Factive	4	12.9%
Structual	2	6.5%
Non-factive	0	0%
Concenterfactual	0	0%
Total	31	100%

Table 1 shows that lexical presupposition is the most dominant type found in the data, accounting for 51.6% of all occurrences. This finding suggests that The Ordinary frequently employs lexical items that imply continuation, change, improvement, and previous conditions. Existential presupposition appears as the second most common type, followed by fictive and structural presupposition. The absence of non-fictive and counterfactual presuppositions indicates that the advertisements primarily construct persuasive meanings through assumptions presented as existing realities rather than hypothetical situations. These findings support Yule (1996) argument that presupposition functions as a pragmatic device through which speakers introduce assumptions into discourse without directly asserting them.

Table 2. Examples and Interpretation of Presupposition

Presupposition Type	Example from Caption	Presupposition	Interpretation	Persuasive Function
Existential	"Your routine"	Consumers already have a skincare routine.	The caption assumes that skincare practices already exist in consumers' daily lives.	Normalizes skincare behaviour and increases product relevance.
Fictive	"We noticed a few issues"	The issues genuinely exist.	The information is presented as factual and observable.	Enhances credibility and portrays the brand as attentive to consumer concerns.

Students Perception on the Use of Speech Texter Application in Teaching Pronunciation Skills

Lexical	"already" in "Which acid is already in your routine?"	Consumers already use acid-based skincare products.	Product usage is framed as an ongoing activity.	Reduces resistance and presents the product as a natural addition to existing habits.
Structural	"Which acid is already in your routine?"	Consumers already use acid-based skincare products.	The question assumes product usage instead of questioning it.	Encourages audience engagement while reinforcing product relevance.
Non-fictive	Not found in the analysed captions.	No assumptions involving imagined or unreal situations were identified.	The advertisements avoid hypothetical or fictional scenarios.	Supports the brand's science-based and realistic communication style.
Counterfactual	Not found in the analysed captions.	No assumptions contrary to reality were identified.	The advertisements focus on actual conditions and existing consumer concerns.	Strengthens transparency and factual product communication.

Existential Presupposition

Existential presupposition was identified nine times in the analysed captions. According to Yule (1996), existential presupposition assumes the existence of entities, conditions, or relationships referred to in discourse. In The Ordinary's Instagram advertisements, this type frequently appears through possessive constructions and noun phrases such as "your routine," "your H2O," "your new essential," and "products you love." These expressions presuppose that consumers already have skincare routines, hydration needs, and positive experiences with skincare products.

From a persuasive perspective, existential presupposition functions to normalize skincare behaviour and construct consumer identity. By assuming that audiences already participate in skincare practices, the advertisements position consumers as knowledgeable and active skincare users. Rather than persuading audiences to start using skincare products, The Ordinary presents its products as natural additions to routines that are already established. This strategy reduces resistance because consumers are not asked to change their behaviour completely; instead, they are encouraged to improve or complement existing habits.

Furthermore, existential presupposition strengthens product relevance by framing consumer needs as already existing realities. Expressions such as "your new essential" and "products you love" implicitly suggest that consumers require effective skincare solutions and already appreciate quality skincare products. As a result, the advertised products appear necessary and personally relevant. This finding supports Stalnaker (1974) argument that presuppositions function as shared background assumptions and aligns with Sari & Prasetyo, (2023), who found that existential presupposition contributes to consumer engagement by presenting assumptions as commonly accepted truths.

Fictive Presupposition

Four instances of fictive presupposition were identified in the analysed captions. According to Yule (1996), fictive presupposition occurs when speakers use verbs that presuppose the truth of the information embedded within them. Examples found in the data include "we noticed a few issues," "we know that even a small change in price can impact your accessibility," and "it's been named by many as one of the world's largest humanitarian crises." The verbs *noticed* and *know* present the information following them as factual and unquestionable.

The persuasive function of fictive presupposition lies in its ability to strengthen credibility and trustworthiness. By presenting information as already verified, the advertisements encourage audiences to accept the message without questioning its validity. For example, when The Ordinary states that it has *noticed issues* related to unauthorized sellers, the company positions itself as attentive and responsible. Likewise, the statement "we know that even a small change in price can impact your accessibility" portrays the brand as empathetic and consumer-oriented.

In addition, fictive presupposition helps construct an image of transparency, which is one of the core values associated with The Ordinary. Rather than relying on exaggerated

promotional claims, the brand employs fictive constructions to communicate information in a rational and evidence-based manner. This strategy is particularly effective in skincare advertising, where consumers often seek trustworthy information before making purchasing decisions. Therefore, fictive presupposition functions not only as a linguistic device but also as a mechanism for building long-term consumer confidence and brand loyalty.

Lexical Presupposition

Lexical presupposition emerged as the most dominant type, occurring sixteen times throughout the analysed captions. According to Yule (1996), lexical presupposition arises when specific lexical items imply a previous condition, repeated action, or expected change. Common triggers identified in the data include *already*, *new*, *maintain*, *continue*, and *arrives*.

The frequent use of lexical presupposition indicates that The Ordinary strongly relies on assumptions related to improvement, continuity, and transformation. For instance, the phrase "*already in your routine*" presupposes that consumers currently use acid-based skincare products, while "*new year, new dew*" implies a desire for renewal and self-improvement. Similarly, "*maintain our sensible approach to pricing*" presupposes that the company has previously implemented a reasonable pricing strategy.

From a persuasive perspective, lexical presupposition functions to frame product usage as a natural continuation of existing behaviour. Instead of explicitly persuading consumers to purchase products, the advertisements suggest that consumers are already engaged in skincare practices and merely need improved solutions. Consequently, the products are positioned as logical and necessary enhancements rather than optional purchases.

Moreover, lexical presupposition contributes to the construction of self-improvement narratives. The repeated emphasis on concepts such as *newness*, *maintenance*, and *continuation* associates the products with progress and positive change. Such associations are particularly persuasive in skincare advertising because consumers often seek products that promise improvement in appearance and well-being. This finding supports Huang & Miao (2020), who argue that lexical presupposition effectively promotes cosmetic products by embedding assumptions about consumer aspirations and needs within advertising discourse.

Structural Presupposition

Structural presupposition appeared twice in the analysed captions. According to Yule (1996), this type of presupposition is embedded within particular grammatical structures, especially *wh*-questions and *wh*-clauses. Examples include "*Which acid is already in your routine?*" and "*what's happening in Sudan.*" The question "*Which acid is already in your routine?*" presupposes that consumers already use acid-based skincare products. Rather than asking whether consumers use such products, the advertisement assumes that they do and only seeks additional information. Similarly, the clause "*what's happening in Sudan*" presupposes the existence of significant events in Sudan and directs audience attention toward those events.

The persuasive function of structural presupposition lies in its ability to guide audience interpretation while maintaining an interactive communication style. By embedding assumptions within questions, the advertisements encourage engagement and participation without making direct persuasive claims. Consumers become involved in the discourse by responding mentally to the question, which increases attention and message processing.

Additionally, structural presupposition subtly directs audiences toward particular conclusions. Because the assumed information is treated as already established, consumers are more likely to accept it without critical evaluation. This finding supports Simons (2001) argument that structural presupposition enables speakers to introduce assumptions into discourse indirectly while maintaining communicative effectiveness.

Non-fictive Presupposition

No instances of non-fictive presupposition were identified in the analysed captions. According to Yule (1996), non-fictive presupposition is typically triggered by verbs such as

imagine, dream, pretend, and wish, which indicate that the information following them is unreal or not assumed to be true. The absence of non-fictive presupposition suggests that The Ordinary avoids hypothetical or imaginary scenarios in its advertising discourse. Rather than encouraging consumers to imagine unrealistic outcomes, the brand focuses on factual product information, scientific explanations, and observable skincare concerns. This pattern reflects The Ordinary's commitment to evidence-based communication and transparency.

From a persuasive perspective, the absence of non-fictive presupposition is itself significant. It demonstrates that persuasion in The Ordinary's advertisements is achieved through credibility and realism rather than fantasy or speculation. Such an approach is consistent with the brand's minimalist and science-oriented identity.

Counterfactual Presupposition

No instances of counterfactual presupposition were found in the analysed data. According to Yule (1996), counterfactual presupposition occurs when an utterance implies information that is contrary to reality, often through conditional constructions such as *if I had known* or *if it were possible*. The absence of this type indicates that The Ordinary does not rely on hypothetical contrasts between reality and imagination to persuade consumers. Instead, the advertisements focus on actual consumer concerns, existing skincare needs, and factual product benefits.

This finding further reinforces the characterization of The Ordinary as a brand that prioritizes transparency and authenticity. Rather than persuading consumers through imagined scenarios or unrealistic promises, the company constructs persuasive messages using information that appears concrete, verifiable, and relevant to consumers' real experiences. Consequently, the persuasive power of the advertisements is derived from trust, credibility, and practical relevance rather than emotional exaggeration.

The findings reveal that presupposition serves as a powerful persuasive strategy in The Ordinary's Instagram advertisements. Lexical presupposition emerged as the most dominant type, indicating that the brand primarily persuades consumers through assumptions related to improvement, continuity, and self-development. Existential presupposition normalizes skincare practices and consumer needs, fictive presupposition strengthens credibility and trust, and structural presupposition encourages engagement while guiding audience interpretation. Meanwhile, the absence of non-fictive and counterfactual presuppositions reflects The Ordinary's preference for factual and realistic communication.

Overall, these findings demonstrate that persuasion in contemporary skincare advertising does not necessarily depend on direct promotional claims. Instead, The Ordinary achieves persuasive effectiveness through implicit assumptions that shape consumer perceptions, normalize product usage, strengthen brand credibility, and position skincare products as relevant solutions to existing needs. This supports previous studies on presupposition in advertising while highlighting how pragmatic strategies operate within Instagram-based skincare marketing discourse.

CONCLUSIONS

This study demonstrates that presupposition functions as an effective persuasive strategy in The Ordinary's Instagram advertising by embedding implicit assumptions that shape consumer perceptions without relying on direct promotional claims. The findings reveal that presuppositions enhance message credibility, construct consumer needs, and reinforce trust through informative and science-oriented communication. From a theoretical perspective, the study extends the application of presupposition theory to digital advertising discourse, illustrating how implicit meaning contributes to persuasion in social media marketing. It also enriches research at the intersection of pragmatics, advertising discourse, and digital communication. Practically, the findings provide useful insights for advertisers,

content creators, and digital marketers seeking to develop persuasive yet credible promotional messages through subtle linguistic strategies. However, the study is limited to a single skincare brand and one social media platform. Future research should investigate presupposition across different brands, platforms, product categories, and cross-cultural contexts to achieve a broader understanding of persuasive language in digital marketing.

ACKNOWLEDGEMENTS

The author would like to express gratitude and praise to Allah SWT for all His blessings, mercy, and grace, which have enabled the completion of this research and journal successfully. The author would also like to thank herself for being able to stay strong, persevere, and continue striving through the various challenges encountered during the process of writing this journal. Every effort, hard work, and patience became an important part of this achievement. The author would like to express to Mr. Udayani Permaludin, S.S., M.P.d. and Mrs. Toneng Listiani, M.Hum. for the guidance, advice, support, and valuable suggestions throughout the research and writing process of this journal. The knowledge and assistance provided were truly helpful in completing this study. The author would also like to extend deepest appreciation to her beloved parents, Mr. Adom S and Mrs. Lina, for their prayers, love, and moral support. Special thanks are also addressed to beloved family members Selvi, Seli, Safazea, Supriatna, Syahrissa, and Azrina for their endless support, care, and motivation. Their encouragement became the greatest source of spirit in completing this journal. The author would also like to thank Ahlul Jinaan for the assistance, encouragement, and companionship throughout the process of conducting this research. Their presence and support meant a great deal to the author. Finally, the author would like to express special thanks to Ramdani Rosdiana Putra for always providing support, care, and motivation during the completion of this journal. His presence became one of the greatest sources of encouragement for the author.

REFERENCES

- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches (4th ed.)*. SAGE Publications.
- Djafarova, E., & Bowes, T. (2021). Instagram made me buy it: Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>
- Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram influencer advertising: The effects of disclosure language on advertising recognition, attitudes, and behavioral intent. *Journal of Interactive Advertising*, 17(2), 138–149. <https://doi.org/10.1080/15252019.2017.1366885>
- Fauziah, N., & Permana, A. (2022). Language persuasion in beauty product advertisements on social media. *Journal of Language and Communication Studies*, 8(1), 45–57.
- Hidayat, R., & Nugroho, A. (2022). Instagram marketing and consumer engagement in digital business communication. *Journal of Digital Marketing Studies*, 4(2), 88–101.
- Huang, Y., & Miao, Q. (2020). Presupposition and persuasion in cosmetic advertising discourse. *International Journal of Applied Linguistics and English Literature*, 9(5), 1–10. <https://doi.org/10.7575/aiac.ijalel.v.9n.5p.1>
- Karttunen, L. (1974). Presupposition and linguistic context. *Theoretical Linguistics*, 1(1–3), 181–194. <https://doi.org/10.1515/thli.1974.1.1-3.181>
- Levinson, S. C. (1983). *Pragmatics*. Cambridge University Press.
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Pratiwi, D., & Kusumawati, A. (2023). Social media advertising and consumer purchase

Students Perception on the Use of Speech Texter Application in Teaching Pronunciation Skills

- intention on Instagram. *Journal of Marketing Communication Research*, 6(1), 22–35.
- Putri, A., & Maharani, D. (2023). Implicit persuasive strategies in Instagram advertising discourse. *Journal of Pragmatics and Digital Communication*, 5(2), 65–78.
- Rahmawati, S., & Lestari, R. (2023). Persuasive language and consumer perception in beauty advertising on social media. *Indonesian Journal of Applied Linguistics*, 13(1), 101–114.
- Sari, N., & Prasetyo, B. (2023). Presupposition and consumer engagement in Instagram advertisements. *Journal of Language, Media and Communication*, 7(1), 34–48.
- Simons, M. (2001). On the Conversational Basis of Some Presuppositions. *Proceedings of the Chicago Linguistic Society*, 37(2), 431–448.
- Stalnaker, R. C. (1974). Pragmatic Presuppositions. In M. K. Munitz & P. K. Unger (Eds.), *Semantics and Philosophy* (pp. 197–214). New York University Press.
- Yule, G. (1996). *Pragmatics*. Oxford University Press.