

# ANALYSIS OF PRESUPPOSITION IN ELON MUSK'S INTERVIEW AT CANNES LIONS 2024

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## Abstract

This study analyzes presupposition in Elon Musk's interview at Cannes Lions 2024. The objectives are to identify the types of presupposition used by Elon Musk's and to describe their advantages in communication. This research employs a descriptive qualitative method with data taken from *Elon Musk's Full Interview at Cannes Lions 2024: AI, Creativity, and the Future of X* uploaded by the HELIO YouTube channel on June 19, 2024. The data consist of utterances containing presuppositions, identified data using theory Yule's (1996) to categorization of presupposition types and Stalnaker's (1974) framework of presupposition advantages. Data analysis follows Spradley's (1980) ethnographic stages, including domain, taxonomic, componential, and cultural theme analyses. The findings reveal six types of presupposition namely existential with 46 data, non-factive with 40 data, factive with 8 data, lexical with 7 data, structural with 5 data, and counterfactual with 1 data. Two advantages of presupposition appear in Elon Musk's utterances, namely Rational Strategy with 93 data and Truth-Condition with 14, while Entailment Separator and Strength Advantages do not occur in this research. These results indicate that Elon Musk's predominantly employs presuppositions that guide listener interpretation and strengthen the coherence of his arguments, showing that presupposition serves as an effective communicative strategy.

**Keywords:** Elon Musk, Pragmatic, Presupposition, Stanalker theory, Yule theory.