

Presupposition Analysis in Instagram Captions of *L'oreal Paris Colorsonic Hair-Coloring Device Advertisement*

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ABSTRACT

This study analyzes the types of presuppositions and the messages they convey in Instagram captions of *L'Oréal Paris Colorsonic Hair-Coloring Device* advertisements posted between June 2024 and June 2025. Presupposition refers to assumptions that writers or speakers believe the audience have already known, and it plays an important role in influencing how messages are understood. A total data of twenty-four captions from *L'Oréal Paris's* official Instagram account were collected. Using a qualitative approach and Yule's theory (1996, 2010) the data were analyzed. The findings found five types of presuppositions: existential, lexical, structural, factive, and counterfactual. Existential presupposition appeared the most frequently, followed by lexical and structural presuppositions. Factive and counterfactual presuppositions appeared less often, while non-factive presuppositions were not found. The results show that presuppositions make the product as familiar, trustworthy, and emotionally appealing to the audience. This is done by implying ideas of confidence, beauty, and innovation. In conclusion, presupposition works as an effective strategy because it delivers hidden messages, such as suggesting the product's quality or benefits, without stating them directly.

Keywords: advertisement, Colorsonic, Instagram captions, L'oreal Paris, presupposition

INTRODUCTION

Nowadays, in the modern era, social media has become one of the most effective tools for marketing and promotion. Among various platforms, Instagram stands out because of its high engagement rate compared to other social media platforms, making it a powerful medium for businesses to reach their target audiences (Katai, 2021). In the beauty industry, advertisements are usually designed to be creative and distinctive in order to capture people's attention. Besides visuals, captions play a vital role in shaping how the message is delivered. They are not just supporting text but important tools that encourage audiences to click, interact, and make purchases (Zia, 2025). Although captions are short, crafting them can be challenging because they must be both attractive and informative.

L'Oréal Paris is a well-known beauty brand that offers products such as makeup, skincare, and haircare. It was founded in 1909 by Eugène Schueller and now sells products in over 150 countries worldwide (Vaughan, 2025). Today, *L'Oréal Paris* uses social media, especially Instagram, to promote their products and connect with consumers through attractive posts and campaigns (UCT Asia, 2024). This study focuses on Instagram captions on *Colorsonic Hair-Coloring Device* from June 2024 to June 2025, representing the most recent full year of promotional activity and reflecting the brand's current marketing style and language. Unlike regular hair products such as shampoo or conditioner, this innovative, technology-based device is designed for at-home hair coloring, combining beauty and innovation. *L'Oréal Paris* was chosen because its captions are well-written, attractive, and often contain hidden messages that indirectly promote their products.

Presupposition is part of language that shows what the speaker or writer assumes the audience already knows or believes (Yule, 2010). In advertising, presupposition is important because it includes hidden messages that make people automatically believe certain ideas, which help make the advertisement more convincing. Words like *this*, *she*, or *Rowling*, used with the belief that the listener or reader knows who or what is being talked about. In general, people speak or write based on what they think the audience already understands. There are six types of presupposition: existential, lexical, structural, factive, and counterfactual. This study wants to analyze the types of presupposition used in Instagram captions and to find out the messages conveyed in each type of presupposition. Specifically, it focuses on captions from *L'Oréal Paris* product advertisements to understand how presupposition is used to deliver messages effectively.

METHOD

In this study, the writer used a qualitative approach. According to Silverman (2014), qualitative research focused on how people made sense of the world and how meaning was created in communication. The primary instrument was the writer herself, who gathered all the necessary data. Data collection was conducted in the third week of August 2025. The source of data was the written utterances found in the Instagram captions related to the *Colorsonic Hair-Coloring Device*, posted on the official *L'Oréal Paris* Instagram account between June 2024 and June 2025. The data analyzed were captions containing presuppositions. The unit of analysis in this study consisted of written utterances limited to captions connected to the *Colorsonic Hair-Coloring Device* product launch that contained presuppositions. Captions posted before June 2024 or after June 2025 were not included. The analysis focused exclusively on the text within the captions, while other elements such as images, videos, or hashtags were excluded from this study.

The data collection process involved several steps. First, the writer visited the official Instagram account of *L'Oréal Paris* (*L'Oréal Paris*, n.d.) and selected captions related to the *Colorsonic Hair-Coloring Device*, one of the brand's main product launches in 2024. A total of twenty-four captions were collected. Each caption was transcribed exactly as it appeared on Instagram without any modifications. Next, the captions were organized chronologically by their posting date. Each caption was assigned a number from 1.1 to 24.2, with Caption No. 1.1 referring to the very first caption collected about the *Colorsonic Hair-Coloring Device*. Thus, data (1.1) refers to Caption No. 1.1, and so on. Finally, the writer analyzed the captions using Yule's (1996, 2010) presupposition theory to identify the types of presuppositions and to find out the messages conveyed in each type of presupposition. The findings were clearly explained in the study.

FINDINGS AND DISCUSSION

This section presents the findings of the writer's study. The analysis focuses on identifying the types of presupposition found in the Instagram captions of the *L'Oréal Paris Colorsonic Hair-Coloring Device* advertisements posted between June 2024 and June 2025, based on Yule's theory (1996, 2010). Each type of presupposition is examined to explain why it belongs to that category and how it contributes to delivering promotional messages in the captions. Furthermore, the analysis also explores the messages conveyed through each type of presupposition to show how implicit assumptions shape the audience's interpretation of the product. The overall summary of the types of presupposition identified in the data is presented in Table 1 below.

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Table 1: Presuppositions Found in Instagram Captions of *L'Oréal Paris Colorsonic Hair-Coloring Device* Advertisements

Presupposition Types / Occurance					
EP	FP	LP	SP	NFP	CFP
✓ (25)	✓ (2)	✓ (17)	✓ (9)	- -	✓ (1)

Abbreviations:

EP: Existential Presupposition

SP: Structural Presupposition

FP: Factive Presupposition

NFP: Non-factual Presupposition

LP: Lexical Presupposition

CFP: Counterfactual Presupposition

A. Types of Presupposition Found in the Instagram Captions of *L'Oréal Paris Colorsonic Hair-Coloring Device*

This section discusses the types of presupposition found in the Instagram caption of *L'Oréal Paris Colorsonic Hair-Coloring Device*. To support the analysis, the writer applied Yule's (1996, 2010) framework of presupposition. For a clearer explanation, the writer also provided examples from the caption to illustrate each type of presupposition identified in the data.

a. Existential Presupposition

Existential presupposition refers to the assumption that something or someone mentioned in a sentence already exists (Yule, 1996, 2010). It commonly appears through possessive forms like "your hair" or "their product," and definite articles such as "the device," which imply the existence of the object being mentioned.

Example 1: Data 1.2

Our first-of-its-kind device.

In this example, *L'Oréal Paris* introduced the *Colorsonic Hair-Coloring Device* through an Instagram caption that highlights the product as a new and unique innovation. The sentence contains an existential presupposition because it assumes the existence of a specific product, triggered by the possessive adjective "our" in "our device," which signals that the device already exists and belongs to the brand. Although the definite article "the" is not used, the phrase still functions like a definite noun phrase. It indicates that the mentioned object is real and identifiable. The expression "**first-of-its-kind**" strengthens the presupposition by suggesting that the device already exists in the market. It also implies that the product is different from other beauty devices, encouraging the audience to recognize its presence and uniqueness.

b. Lexical Presupposition

Yule (1996, 2010) defines lexical presupposition as a type of presupposition that arises from particular words or expressions which carry implied meanings. For instance, the use of the verb 'managed' indicates that someone succeeded in doing something, while the negative form 'did not

manage' presupposes that the attempt was made but ended in failure. Thus, the word 'managed' not only shows that someone succeeded but also suggests that the person made an effort to do it.

Example 1: Data 1.1

*Something **revolutionary** is **coming**.*

In this example, *L'Oréal Paris* created excitement for the launch of its *Colorsonic Hair-Coloring Device* by building curiosity that a new innovation was about to be introduced. The sentence shows a lexical presupposition because the meaning is suggested through the chosen words instead of being stated directly. The verb "coming" implies that the product is not available yet but will be released soon, encouraging the audience to look forward to it. The adjective "revolutionary" adds to this by suggesting that the product will bring a big change to the beauty industry. Combined together, these word choices create hidden assumptions about the product's arrival and importance. This makes the caption a strong example of lexical presupposition.

c. Structural Presupposition

Yule (1996, 2010) defines structural presupposition as assumptions that come from the grammatical structure of a sentence rather than from specific words. A common feature of structural presupposition is found in wh-questions (who, what, where, when, why, how).

Example 1: Data 1.3

*Can you guess **what it is**?*

In this example, *L'Oréal Paris* used an interactive caption to build curiosity about the upcoming launch of the *Colorsonic Hair-Coloring Device*. The caption asks a direct question that encourages the audience to think about the product before it is officially revealed. The sentence contains a structural presupposition because the assumption is triggered by the grammatical construction rather than a single word. Following Yule's (1996, 2010) explanation, the wh-question "what it is" presupposes that "it" already exists, even though the product has not yet been explicitly identified. The question structure subtly leads the audience to accept that something specific already exists. It also directs their attention toward figuring out what it is, making this caption a clear example of structural presupposition.

d. Factive Presupposition

Yule (1996, 2010) defines factive presupposition as a type of presupposition that is based on information assumed to be true. This presupposition usually arises from verbs that indicate truth or belief, by employing words of 'knows,' 'realized,' and 'regrets.' In this case, the information is treated as a fact.

Example 1: Data 2.1

*We **know** that 10 years of research & innovation has led to this.*

In this example, *L'Oréal Paris* highlighted the long development process of the *Colorsonic* device by stating "10 years of research & innovation," positioning the product as reliable and high quality. The sentence reflects a factive presupposition because the verb "know" implies that the information that follows is already true and accepted. According to Yule (1996, 2010), factive verbs such as "know" trigger presuppositions by presenting information as an established fact rather than something that needs proof. Here, "we know" presupposes that the 10 years of research and innovation have truly taken place. This helps build trust in the audience and reinforces the product's credibility.

e. Counterfactual Presupposition

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Yule (1996, 2010) defines counterfactual presupposition as a type of presupposition that refers to situations which are not true or are contrary to reality. This kind of presupposition usually appears in conditional sentences, where the statement is based on an imagined or unreal situation.

Example 1: Data 19.2

Your 1st grays could be your last

In this example, L'Oréal Paris addressed the common worry about gray hair by suggesting that once consumers experience their first gray strands, they might never see them again. This implies that using the *Colorsonic* product could make gray hairs disappear permanently. The sentence reflects a counterfactual presupposition because it presents an imagined situation that is contrary to fact. As explained by Yule (1996, 2010), counterfactual presuppositions appear in hypothetical statements. In this case, the phrase “could be your last” presupposes that gray hairs normally continue to appear, but the product makes it possible to stop them from returning. This creates a hypothetical but attractive scenario, making the caption a clear example of counterfactual presupposition.

B. Messages Conveyed through Presupposition

In this section, the writer explains the messages communicated through the different types of presuppositions found in the captions of *L'Oréal Paris*. Each type of presupposition not only shapes how a sentence is interpreted but also conveys a specific message that the brand intends to deliver to its audience.

a. Existential Presupposition

Example 1: Data 1.2

Our first-of-its-kind device.

This caption implies that the product already exists and is available to consumers by using the phrase “our device,” which presupposes that *L'Oréal Paris* owns and has developed the innovation. This builds credibility and trust while reinforcing the brand’s authority. The phrase “first-of-its-kind” further highlights the device’s uniqueness and positions it as unlike anything else on the market. Overall, through existential presupposition, the caption subtly leads the audience to view the product as an exclusive and groundbreaking advancement in beauty technology.

b. Lexical Presupposition

Example 1: Data 1.1

Something revolutionary is coming.

This caption suggests that a new and groundbreaking product will soon be launched and encourages the audience to anticipate a major innovation in the beauty industry. The verb “coming” creates a sense of expectation, while the adjective “revolutionary” raise excitement by implying that the product will bring a significant transformation. Through this lexical presupposition, L'Oréal Paris builds curiosity and anticipation before the official release of the *Colorsonic Hair-Coloring Device*. At the same time, it positions the brand as a leader in beauty innovation. Overall, the message conveyed is that consumers should look forward to an upcoming product that will redefine their hair-coloring experience.

c. Structural Presupposition

Example 1: Data 1.3

*Can you guess **what it is**?*

This caption communicates that a specific product already exists and encourages the audience to discover what it is, creating curiosity and excitement ahead of the reveal. The wh-question “what it is” implies that the product already exists even though it has not been revealed yet. This makes the audience subconsciously accept its existence. By inviting followers to guess, the brand directs attention toward the product while making them feel involved in the discovery process. Overall, through structural presupposition, the caption suggests that an exciting innovation is already prepared. It builds emotional engagement by sparking curiosity and encouraging audience interaction.

d. Factive Presupposition

Example 1: Data 2.1

*We **know** that 10 years of research & innovation has led to this.*

This caption communicates that the product is the result of a long, credible, and well-researched development process. By mentioning “10 years of research & innovation,” the brand assures the audience that *Colorsonic* is backed by expertise and scientific progress. The verb “know” acts as a factive trigger that presents the information as an unquestionable truth rather than just an opinion. This wording encourages the audience to trust the brand’s authority and view the product as proven and reliable. Overall, the caption expresses strong confidence in the product. It presents *Colorsonic* not just as a new item, but as a scientifically proven improvement in hair-coloring technology.

e. Counterfactual Presupposition

Example 1: Data 19.2

*Your 1st grays **could be your last***

This caption suggests that the product offers a long-lasting solution to gray hair by implying that “your 1st grays could be your last,” giving consumers hope that *Colorsonic* can stop future gray hairs from appearing. The sentence represents a counterfactual presupposition because it implies an unreal or imagined situation where gray hair would no longer return if the product were used. It is similar to an unstated conditional, such as “*If you use Colorsonic, your first gray hairs could be your last.*” Following Yule’s explanation, the caption presupposes that the audience already has gray hair and then presents a hypothetical promise to persuade them. Overall, the message positions *Colorsonic* as a lasting solution rather than a temporary fix.

C. Discussion

This section discusses the overall results of the study based on the analysis of presuppositions in *L’Oreal Paris Colorsonic Hair-coloring Device* advertisements. The discussion highlights the main findings and relates them to the theoretical framework presented. It also compares the results with previous studies and considers possible reasons for the patterns observed. Two important points are discussed: (1) the dominance of existential presuppositions and (2) the absence of non-factive presuppositions.

1. Dominance of Existential Presupposition

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The findings reveal that all five types of presupposition appeared in the captions of *L'Oréal Paris Colorsonic* advertisements, but with different levels of frequency. Existential presupposition was the most dominant, occurring twenty-five times, followed by lexical presupposition (seventeen times), structural presupposition (nine times), factive presupposition (twice), and counterfactual presupposition (once). The strong presence of existential presuppositions suggests that the brand often presented the product and its features as if they already existed. This creates a sense of familiarity and certainty for the audience. This strategy also makes captions concise and easy to understand, an advantage for social media advertising where messages must be clear and attention-grabbing.

A comparison with previous research shows both similarities and differences. Similar to Ambarwati's (2022) study on *BBC advertisements*, existential presuppositions were also the most dominant, supporting the idea that this type is widely used to make products seem concrete and familiar. However, the findings differ from Min and Amini's (2018) analysis of *Chinese skin-whitening advertisements*, where factive presuppositions were most frequent, likely because scientific claim were needed to build credibility. In the case of *Colorsonic*, existential presuppositions appear to be used strategically to present the innovation as a real and reliable product, even though it is new. This approach helps shape audience perception and positions the product as an established solution in the beauty market.

2. Absence of Non-Factive Presupposition

The findings also reveal that non-factive presuppositions did not appear in the captions of *L'Oréal Paris Colorsonic* advertisements. This absence is reasonable considering that the primary purpose of advertising is to persuade consumers. If captions contained assumptions that were not presented as facts, the message could appear uncertain and reduce the credibility of the product. Instead, the brand consistently relied on presuppositions to strengthen the product's appeal and maintain consumer trust.

A comparison with previous research shows both similarities and differences. In Ambarwati's (2022) study of *BBC advertisements*, one instance of non-factive presupposition was identified, meaning it was present but minimally used. In Min and Amini's (2018) study of *Chinese skin-whitening advertisements*, non-factive presuppositions also appeared but only accounted for 6% of the data. These studies indicate that non-factive presuppositions are generally uncommon in advertisements because they risk creating doubt or weakening persuasion. Therefore, the complete absence of non-factive presuppositions in the *Colorsonic* captions suggests a deliberate strategy by *L'Oréal Paris* to maintain strong, credible, and persuasive messaging and to reinforce the product as a reliable, high-quality innovation.

CONCLUSION

The findings of this study show that five types of presupposition were found in the Instagram captions of *L'Oréal Paris Colorsonic Hair-Coloring Device* advertisements: existential, lexical, structural, factive, and counterfactual presuppositions. From a total of fifty-four presuppositions, existential presupposition appeared most frequently (25 instances), followed by lexical presupposition (17 instances) and structural presupposition (9 instances). Factive and counterfactual presuppositions occurred the least, with two and one instance, respectively. These results indicate that *L'Oréal Paris* relies heavily on existential and lexical presuppositions to imply the existence, familiarity, and uniqueness of

the product without stating it explicitly. The frequent use of these presuppositions suggests a persuasive strategy to present *Colorsonic* as trusted, innovative, and desirable to potential consumers.

This study has limitations because it only focuses on one brand and one product line within a specific one-year period. Therefore, future research is suggested to analyze presuppositions in a wider range of cosmetic brands, different product categories, or other digital platforms such as TikTok or YouTube. It will also be beneficial to examine presuppositions not only in captions, but also in video dialogues or consumer comments. Despite its limitations, this study is expected to contribute to the understanding of presuppositions in the context of pragmatics, marketing communication, and digital advertising discourse. It highlights how presuppositions play an important role in shaping persuasive messages that effectively influence audiences on social media.

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