

## The Role of Presupposition in The Meaning of *Kawaii*

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### Abstrak

*Kawaii* adalah kata dalam bahasa Jepang yang secara umum berarti hal-hal yang lucu, lucu dan menggemaskan. Ternyata di sisi lain dari *Kawaii*, sebagian orang menyebut kata tersebut menjadi jelek atau aneh berdasarkan sudut pandang atau pengalaman mereka sendiri. Tujuan dari penelitian ini adalah untuk mengetahui bahwa dengan menggunakan teori Presupposition, makna tersirat dari ucapan dapat ditemukan. Data penelitian ini berasal dari perbincangan dengan topik *Kawaii Culture* di salah satu platform media sosial bernama Quora. Penelitian ini menggunakan metode penelitian kualitatif oleh Miles dan Hubermann untuk memilah dan memadatkan data penelitian. Hasilnya adalah Presupposition berkontribusi dalam memberikan asumsi makna *Kawaii* dengan mengekstraksi proposition. Masing-masing Presupposition memiliki peran yang sama tetapi dapat menghasilkan proposisi yang berbeda berdasarkan konteks ujaran. Presupposition juga berkontribusi dalam membangun identitas sosial dalam konteks apakah *Kawaii* dianggap lucu atau aneh dalam perbedaan antar budaya.

**Kata Kunci:** *Kawaii, Presupposition, Assumption*

### Abstract

*Kawaii* is a Japanese word that generally mean as things that are cute, innocent and adorable. It turns out that there are also the other side of *Kawaii* which some people called as ugly or weird based on their own perspective or experience. The purpose of the study was to found out that by using presupposition theory, an implied meaning from utterances that has been written founded. The data came from a conversation with the topic of *Kawaii* culture in one of the social media platform named Quora. The study used qualitative research method by Miles and Hubermann in order to sort and condense the research data. The result is that the presupposition contributed in giving assumption of meaning *Kawaii* by extracting the propositions. Each of the presupposition have the same role but might result in a different proposition based on the utterances' context. Presupposition also contributed in building a social identity with a context of whether *Kawaii* considered as cute or weird in terms of the differences between cultures.

**Keywords:** *Kawaii, Presupposition, Assumption*

### INTRODUCTION

*Kawaii* is a Japanese word to compliment something that looked cute (Ohkura, 2019). For example, a girl who dressed herself wearing pastel colors can be addressed as a *Kawaii* person or to compliment their style. A very common ways to use this expression is something like this; a young girl is wearing a new dress made by her mother. Then her friend approached her and noticed that the dress was new and looked very good on her. She then says “おはよう、雪ちゃん！え！ワンピースかわいい！” (Morning, Yuki! Wow your one-piece is cute!). The stereotype of the word ‘*Kawaii*’ has been always sticking to cuteness and something that is adorable that gives people the urge to protect it. But even some people start to say that ‘*Kawaii*’ is something either odd or freak.

Meanwhile, nowadays, *Kawaii* is not always dressed as a person who looked fragile. This study aimed to uncover how the presupposition has a role in building the meaning of the word *Kawaii* based on the Quora users' personal perspective. The particular study was conducted to seek the ‘meaning’ of the word ‘*Kawaii*’, a previous study of how the word ‘*Kawaii*’ was depicted differently from today’s era. A study conducted by (Bae, 2018) seeking how the original perspective of ‘*Kawaii*’ was already started from the war era in Japan around the 1930s to 1940s. The Japanese government has very strict rules regarding printed media such as children's and teen magazines. Back in the 1930s, one of the very first Japanese girl magazines, *Shoujo no Tomo* appears to be one of the favorite magazines around Japan. Due to the 2nd Sino Japanese War, the government prohibited any printed

media with something 'appealing' and the artists of children and teenage magazines shifted their art style into something different. Bae concluded that the young Japanese girls were included in the wartime era by being a very good seed of a future wife. Thus the government gives the order to portray the youth by influencing the art style of 'Kawaii' girls in the magazine covers where the original look was supposed to be a very feminine, slender, and fragile-looking girl into a more realistic 'healthy' looking girl. In particular, to have more profound knowledge, this study has given birth to several questions: What kind of presupposition does the person use? Or what is the proposition created by the speaker? Or even How does the presupposition have the role in assuming the meaning of the word 'Kawaii'?

In our daily life, we tend to not mention something that is particularly obvious. These kinds of phenomena are what we called presuppositions. These are the habits of a speaker not mentioning something the speaker assumes to be the case prior to a particular conversation (Yule, 1996). Whenever two or more people are involved in a particular conversation, an assumption tends to be created by them without them even knowing. These are what we called as propositions. This particular thing is a statement created by the speakers that express a judgment or an opinion in the conversation and presupposition is a relationship between two propositions (Yule, 1996). A simple example of a proposition might be something like:

1. Elise's house is huge = a

In this example, we obtain a piece of information that Elise has a house and it is huge in size.

Then, we can write down the information such :

2. Elise has a house = b

In conclusion, we can write the proposition of the conversation as  $a \gg b$  in which the symbol of ( $\gg$ ) means presupposes. In other words, the relationship of these utterances a presupposes utterance b.

Propositions are also in the same state even though we produce a negated sentence or utterance such as :

3. Chloe's house is not huge = Not c

In this particular utterance, we can assume that Chloe owns a house that is not big or huge. Thus we can write :

4. Chloe has a house = d

As a result, we can still write the relationship between these utterances as:

Not  $c \gg d$  means that these utterances described as constancy under negation have the meaning where two proposition will still remain true even if one of them are in the state of negative or negated (Yule, 1996)

Presupposition has quite some types that seem similar but quite different as well. Shortly, there are 6 types of

presuppositions they are Existential Presupposition, Factive Presupposition, Structural Presupposition, Non-factive Presupposition, Counterfactual Presupposition, and Lexical Presupposition (Yule, 1996). Although these types were seen as something similar yet they have their own characteristics.

Existential presupposition refers to a type of presupposition that assumes the existence or availability of certain entities, conditions, or states that can be found through an utterance created by a person in a conversation or a sentence. For example, if there is a sentence such as 'Amy found the book' this implies that a person named Amy is exist and the presence of the book is also true or a fact.

The factive presupposition is rather a type of presupposition that assumes the truth of the proposition created in an utterance or a sentence. It implies that a piece of information from the proposition in a certain sentence is a fact and a reality. For example, a sentence like 'I am so glad, Jessie made it to the office in time.' Contains the factive presupposition by looking at the word 'glad' which implies the truth or a reality that the person Jessie came to the office in time.

Structural presupposition meanwhile in general uses the WH question as the triggering word which implies that whatever the proposition made by the speaker, that information wanted to be heard as the truth. For example, 'When did she come home from California?' implies that a person mentioned in the conversation had been to California and the speaker wanted to be heard as the truth.

The non-factive presupposition is a type that assumes not to be true by looking at the verbs such as dream or pretend. The non-factive presupposition aims at a point whereby ignoring the accuracy of the fact mentioned in a particular sentence, instead, they assume the speaker's perspective, belief, or expression of opinion without confirming the accuracy of the proposition. For example, 'I pretended I was sick so I can go home earlier' which implies that this person does not sick in reality.

Counter-factual can be found in an utterance that assumes the falsity or non-actualization of a particular condition. It involves implying an alternative or contrary condition from what is being stated and generally could be easily found by looking at some phrases like 'if'. For example, a sentence such as 'If I were you, I would have punched him straight in the face' implies that the person does not punch anyone at the moment and he or she is not the person that he or she wanted to be to punch a certain someone.

The lexical presupposition is a type that uses one form of sentence interpreted into another assumption. In other words, this presupposition type is used to uncover unstated assumptions based on the 'previous' state in a

sentence. For example, Mila stopped writing him letters. This sentence implies that Mila previously had been sending a certain person many letters.

To understand the better perspective of the word, *Kawaii*, the particular study have the definition according to (Nittono et al., 2012) the origin of the word '*Kawaii*' was Japan and it was stated that this term is to express 'Cuteness'. The particular word can also be roughly translated as something cute, adorable, or pretty (Urakami et al., 2021). The term *Kawaii* itself already spread around the world and has been roughly understood by everyone who even does not really know the Japanese language itself. *Kawaii* or かわいい usually written in one of the Japanese writing systems, Hiragana. The origin form of this word was from the old terms around the Heian period. Based on the brief English translation, the word *Kawaii* can also have the meaning of 'Pitiable', 'Looks miserable', 'Attractive', 'Lovely', 'Innocence -> a face of young children and young women' (Urakami et al., 2021). While the shifting 'omage' of *Kawaii* was started around the period of *Showa* to the recent period of time, *Reiwa*. During the *Showa* period (1926-1989), the common *Kawaii* culture was inside a print culture media i.e. Japanese teen magazine 少女の友(Shoujo no tomo) or マーガレット(Margaret). The particular magazine used to have Western impacts in terms of the appearance of the illustration due to the recent defeat and the western influence in Japan. The *Heisei* era (1989-2019) started to make *Kawaii* culture promoted to the world due to the intensity of the internet used. In the *Reiwa* era (2019-now), a lot of standards like 'self-esteem' or a catchphrase like 'my body my choice' are spreading. This also affects the 'Kawaii Culture' where lots of people in Japan become more confident in showing their interests. One particular phenomenon is when a Japanese Idol named Saiki Reika dressed like in a Lolita style but remain her muscular body. Another example is where a Japanese Music Idol also dressed in dark lolita style with the genre of their music being EDM.

## METHOD

This particular study used more utterances rather than numbers. Descriptive and numbers data does not mandatory and thus the particular research is considered qualitative due to the characteristics as the main data of the particular research were some utterances or sentences from a conversation. The qualitative research method has a variety of purposes i.e. finding the categories of a particular data and condensing the research data for a better understanding and ensuring the validity of the data. This particular research method worked finely with the research data since the data went through a process called

condensation in order to create a pattern which helped the study analyze the data easily. Meanwhile, compared to the Quantitative Research Method, this particular study did not require the numbers of the research data in order to analyze. This study aimed to analyze qualitative data collected through conversations to gain insights into participants' attitudes regarding the word '*Kawaii*'. The research applied a qualitative approach, using Miles and Huberman's theory of qualitative data analysis. Participants were selected through purposive sampling in order to provide focused responses from each of the participants. The collected data were subjected to Miles and Huberman's qualitative data analysis process. Initially, the data has been reduced by organizing and condensing the information into manageable units, i.e. selecting the research data from the one that contains 'Japanese *Kawaii*' as a topic conversation (Miles et al., 2014). Categories have been developed to identify the presupposition and the proposition within the data, ensuring systematic analysis. The data then displayed using tables in order to do a visualization of relationships and connections among the identified research data and the conclusion drawing is to draw the line between what kind of presupposition used in the utterances as well as what were the proposition created and the role of presupposition.

## RESULT AND DISCUSSION

In this particular study, there are 2 kinds of the topic have been chosen as the fundamental data whereas containing the topic '*Kawaii* 'Culture that is considered cute in Japan but might be considered as weird or ugly in some other cultures' and '*Kawaii* Culture wore as a fashion'. The particular result will be displayed in a form of paragraphs that has been divided by their topics which will classify the utterances, type of presupposition, proposition and their role. The study found that in every type presupposition, the utterances have the same role but different proposition. The following is the meaning-making of *Kawaii* produced by the participants.

### Topic 1 : 'What is considered '*Kawaii*' in Japanese Culture but weird or ugly in most other cultures?'

In this particular topic, the participants were M1,M2,M3,F1,F2 and F3. The conversation talked about things that can be portrayed as *Kawaii* in Japanese culture but might be seen as something weird in other culture. The particular conversation leads to the topic of '*Uchimata*' which is a condition of how a person's toe tilted more inward. This particular condition was a trend in Japan due to the impression created (Cute, Shy). The participants shared their thoughts with a variety of opinions which leads into an interesting conversation. The data of the utterances, type of presupposition, proposition and the role

provided below in a form of paragraphs with pictures of the cropped conversation of each utterances.

### Existential Presupposition

Utterance 1 : What is considered 'Kawaii' in Japanese Culture but weird or ugly in most other cultures?

This is a question that was brought up by F1 that asked about what things or phenomena that commonly perceived as *Kawaii* or cute in Japanese culture but might be perceived as something weird in other countries. M1 answered and give an example of a condition that we usually heard as 'inward toes' or 'pigeon toes'. In Japan, this type of condition is called *Uchimata*, and it is quite common that this particular condition held the 'Kawaii' stereotype.

What is considered "kawaii" in Japanese culture but weird or ugly in most other cultures?



George Arno · Follow

Knows a little about a lot; knows a lot about very little...  
· Updated 1y

"Kawaii" refers to cuteness. One example of that would be young women who walk (and/or stand) extremely pigeon-toed (i.e. with the toes pointing severely inwards). In Japan, this is known as "uchimata" (内股), and is considered to be cute by many, whereas in other countries, it would likely be considered odd (or even a disability).



Picture 3.1.1

This can be categorized as an existential presupposition. It presupposes that there are instances or examples of things that are considered "Kawaii" in Japanese culture. The presupposition is triggered by the phrase "What is considered 'Kawaii'," assuming that there are entities or qualities that can be evaluated as "Kawaii" within the context of Japanese culture.

Additionally, the sentence also presupposes a contrast between Japanese culture and most other cultures regarding the perception of "Kawaii." It assumes that what is considered "Kawaii" in Japanese culture may be viewed as weird or ugly in other cultural contexts. This highlights a cultural relativity presupposition, suggesting that aesthetic standards and perceptions can differ across different cultures.

Utterance 2 : *Uchimata* is considered odd in Japan too.

This is an utterance that replies to the question referring to Picture 4 where F2 does not agree about the condition of 'Uchimata' is considered as 'Kawaii' based on his/her

own perspective with the following utterance of 'These girls think it makes their legs look thinner'.



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Answer requested by Aya Valentine

Upvote · 347



Add a comment...



Peter Breton · 1y

The snaggle tooth is another good example.

30

Reply



George Arno · 1y

True.

5

Reply



Kajiwara Rika · 1y

Uchimata is considered odd in Japan too.

These girls think it makes their legs look thinner.

5

Reply

View more comments

Picture 3.1.2

In this particular sentence, the type of presupposition named Existential is contained. The trigger word was taken place to the word 'Uchimata' or in kanji 内股 where it shows that a particular condition named such exists. Another triggering word is referring to the word 'Japan' which gave the implied thought that a place named Japan exists.

Utterance 3 : I have never in my life heard a compliment on how I walk.

Another response was conducted referring to picture 4 where the topic was still around *Kawaii* Culture in Japan and another country, specifically, the condition of inward toes/*Uchimata*. F3 has experience of living in Japan for about a year yet she already heard a compliment on her walking style.



Tess Musilova · 1y

I was born with my toes turned more inward and people used to make fun of me. I had to get a surgery and go through several years of rehabilitation. But I still sometimes unconsciously turn my toes inward. When I lived in Japan for a year, some people told me I learned quickly about what is considered attractive in women. I have never in my life heard a compliment on how I walk. All I got was "Hey, you're doing it again! Your toes!"



Picture 3.1.3

This particular sentence also contained the existential presupposition by looking at the triggering word which is the word 'Compliment'. It means that in that particular situation, a compliment of the speaker's walking style exists.

Utterance 4 : There are times when 'Kawaii' crosses the line between innocently cute to downright disturbing and disgusting.

In this particular comment, M2 is replying to the question written in picture 4. The comment contains an opinion of how *Kawaii* can cross the line between cute and disturbing. It is actually referring to the condition of *Uchimata* where people think that it is a disability condition.



McFish · 1y

There are times when kawaii crosses the between innocently cute to downright disturbing and disgusting. But Japan doe a fetish for youth, particularly young girls.



12 Reply

#### Picture 3.1.4

This utterance is in fact quite long but still contains the existential presupposition. It is quite unique since in common, a triggering word is only shown by 1 word but this particular utterance uses 1 phrase to point it out. The phrase is 'There are times when' meaning there are some periods in which kawaii come out as something disturbing exist.

#### Factive presupposition

Utterance 2 : I wonder if it's cute because it is disability This particular utterance is referring to picture 4 where the topic is about *Kawaii* Culture, specifically the condition of *Uchimata*. M3 gave his perspective of the particular condition which he thinks is a disability condition.



Boris Kashirin · 1y

I wonder if it is cute because it is disability. It just not in our cultural context, so for us it is disability of odd/creepy kind. Even now days STEM disability often perceived as cute.



9 Reply

#### Picture 3.1.5

There are 2 types of presupposition contained in this simple sentence, a factive presupposition and a counterfactual one. The factive presupposition is in there because of the triggering phrase 'it is; where it means that something that the person talked about is a condition of

disability (referring to the *Uchimata* condition). The counterfactual will be discussed in the following types.

#### Non-Factive Presupposition

Utterance 1 : These girls think it makes their legs look thinner

In the same situation as the previous existential presupposition, F2 is referring to picture 4 about the condition named *Uchimata*. F2 has a thought that walking in such a condition does not create the image of thinner legs or 'Kawaii'



Kajiwara Rika · 1y

Uchimata is considered odd in Japan too.

These girls think it makes their legs look thinner.



5 Reply

...

#### Picture 3.1.6

This particular sentence is quite simple and yet still contains the non-factive presupposition. The triggering word is the word 'think' which refers to the non-factive condition which is the one that explaining that the girls does not have the look of thinner legs.

Utterance 2 : When I lived in Japan for a year, some people told me I learned quickly about what is considered attractive in women.

The same situation as the existential presupposition on the 3<sup>rd</sup> utterance. This utterance refers to Picture 4 where the discussion topic is the condition of *Uchimata*. F3 also had the condition where she usually heard it as inward toes. One unexpected experience is when she was receiving compliments on her walking style in Japan that considered attractive.



Tess Musilova · 1y

I was born with my toes turned more inward and people used to make fun of me. I had to get a surgery and go through several years of rehabilitation. But I still sometimes unconsciously turn my toes inward. When I lived in Japan for a year, some people told me I learned quickly about what is considered attractive in women. I have never in my life heard a compliment on how I walk. All I got was "Hey, you're doing it again! Your toes!"



7 Reply

...

#### Picture 3.1.7

The particular utterance contains a non-factive presupposition where in this situation, the person who wrote this does not have the knowledge of what is considered attractive in women, particularly in Japan. The triggering word is the word 'told' which explains that this



person has been assumed to know certain knowledge whereas she was not.

### Structural Presupposition

Utterance 1 : What is considered 'Kawaii' in Japanese Culture but weird or ugly in most other cultures?

What is considered "kawaii" in Japanese culture but weird or ugly in most other cultures?

Picture 3.1.8

This particular sentence is containing the structural presupposition since this particular sentence contains the WH question, which leads the study to conclude the absolute type of structural presupposition

### Counter-factual presupposition

Utterance 2 : I wonder if it's cute because it is disability



Boris Kashirin · 1y

I wonder if it is cute because it is disability. It just not in our cultural context, so for us it is disability of odd/creepy kind. Even now days STEM disability often perceived as cute.

9 Reply ...

Picture 3.1.9

The counterfactual is triggered by the word 'wonder' which explains that there is a chance that the mentioned condition a.k.a. *Uchimata* is considered cute whereas, in reality, it is a disability condition.

### Lexical Presupposition

Utterance 1: When I lived in Japan for a year, some people told me I learned quickly about what is considered attractive in women.



Tess Musilova · 1y

I was born with my toes turned more inward and people used to make fun of me. I had to get a surgery and go through several years of rehabilitation. But I still sometimes unconsciously turn my toes inward. When I lived in Japan for a year, some people told me I learned quickly about what is considered attractive in women. I have never in my life heard a compliment on how I walk. All I got was "Hey, you're doing it again! Your toes!"

7 Reply ...

Picture 3.1.10

In this particular sentence, the lexical presupposition is contained. The trigger is that the word 'lived' existed which leads to a proposition that there were some times when F3 lived in Japan even though he or she probably have moved somewhere.

### Topic 2 : 'Should I wear Kawaii or J-Fashion on college?'

Unlike Topic 1, the participants of this conversation only F4 and F5 which were talking about how a person should wear clothes related to *Kawaii* Culture or J-Fashion. The following presupposition found listed below.

### Factive Presupposition

Utterance 1 : I don't know what J-Fashion is but I know 'Kawaii' is cute lil things but I don't think anyone will be paying much attention

In this particular utterance, a different topic has occurred. There was a person, F5 asked one question which talked about is it okay to wear 'Kawaii' clothing or J-Fashion in the college environment. Apparently, the person, F5 who asked the question is afraid of being judged due to the other side of the 'Kawaii Culture' response.

Should I wear "kawaii" or j-fashion in college? I am afraid I would get weird looks or heavily judged. I am a freshman. Should I do it?



Aiysha Guerrero · Follow  
I am in love · 1y

I will tell you college is a whole new scene. they dont care what you wear. you can literally go to class in your pj's. if you want to stand out, then you get crazy with your clothes....i dont know what j fashion is but i know kawaii it cute lil things but i dont thing anyone will be paying much attention.

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1 ...

Picture 3.2.1

This particular sentence has the factive presupposition type by looking at the triggering word and the word is 'know'. It means that F4 who wrote the sentence knows a fact that 'Kawaii' is a word that describes things that are cute and small.

### Counter-Factual Presupposition

Utterance 1 : I am afraid I would get weird looks or having judged

Should I wear "kawaii" or j-fashion in college? I am afraid I would get weird looks or heavily judged. I am a freshman. Should I do it?



Aiysha Guerrero · Follow  
I am in love · 1y

I will tell you college is a whole new scene. they dont care what you wear. you can literally go to class in your pj's. if you want to stand out, then you get crazy with your clothes....i dont know what j fashion is but i know kawaii it cute lil things but i dont thing anyone will be paying much attention.

Picture 3.2.2

This particular sentence does contain the counter-factual presupposition where the triggering word is 'would'. The word 'would' expresses things that potentially happened which is why this utterance is considered counter-factual where the person was thinking she probably experience the particular situation but actually the person does not in the mentioned condition at the moment.

### Discussion

During the conversation held, there are a lot of things that occurred just within the first topic which is the one that mostly talked about one's condition named '*Uchimata*'. Quora users can share their thoughts and opinion freely without having to consider whether the utterances that have been created is a fact or not. The presuppositions originated from personal assumptions that came from individual experience. In this case, the '*Kawaii*' culture phenomenon contained in such conversation is something that does not practically true due to individual experiences.

The 1<sup>st</sup> conversation topic where the Quora users talked about the '*Uchimata*' gains a lot of interesting responses from people across the world. Based on the utterances conducted, most of them are created by people that do not have Japanese nationality but rather who came from anywhere across the world i.e. India, America, Czech, etc. The utterances created by the diverse Quora users tend to be accepted by the readers or the people that joined in the conversation. Creating almost a social identity situation where some people tend to believe what other people say just by knowing the background of the speaker. As an example, in a particular conversation, a person with a Japanese name said that '*Uchimata* is also considered odd in Japan'. This particular utterance gives the situation of how he or she implied that he or she has more knowledge than other people since he or she is Japanese and lived in Japan. Meanwhile, the truth about each and every opinion is simply cultural differences that create pros and contras.

A presupposition, in this case, helps society to create a social identity or a group of affiliations from certain shared beliefs and values. The examples are when a person asks the very first question of the 1<sup>st</sup> topic which is the question of 'What is considered as *Kawaii* in Japan but weird or ugly in other culture. The particular utterance creates a social party that has a common belief such as '*Kawaii*' is weird in a certain part of the world. Thus lots of examples came up naturally due to the same beliefs and values. The same goes with the 2<sup>nd</sup> topic of a different conversation related to the '*Kawaii* Culture' in the aspect of fashion. The person that asked the particular question does have a feeling of inferiority due to the lack of college environment knowledge. Instead, the person who

answered the question gave a brave and encouraging answer since he or she has knowledge of such a situation. Thus the presupposition helped to establish a social identity as well.

### CONCLUSION

The word *Kawaii* not only has the stereotypical meaning which is innocent, cute, and adorable but also apparently things such as weird or ugly refers to the particular word as well. By seeking the presuppositions, this study has sought some different perspectives towards the word '*Kawaii*' through the netizen's utterances with a variety of presupposition types. In research question 1, the study found 10 data which contained each of the presupposition types, i.e. Existential, Factive, Non-factive, Structural, Counter-factual, and Lexical Presupposition where the proposition of each type also has been drawn which give a variety of perspective from the Quora users. While in Research Question 2, the study concluded that the presupposition type and the propositions that have been extracted from each utterance contributed to founding the implied meaning that refers to the word *Kawaii* and each and every utterance with the same type of presupposition has the same role as well. But this does not apply with the proposition created due to the context of each utterance.

The presupposition theory helped a lot in such a situation since the proposition of each and every utterance that has been spoken by the speaker might occur. This particular theory also has contributed to a social situation as a social identity where a person has the same beliefs as a group or a person due to the background of that person assumed to have more knowledge. The presupposition has contributed to giving pieces of knowledge to the reader of the conversation by providing assumptions of each speaker which leads to a social identity of pros and cons.

### SUGGESTIONS

This research has been conducted in order to find that the presupposition theory could help to find out implied meanings throughout the utterances. But the lack of quantitative analysis was always something that this study was concerned about. In order to find out the major thoughts of Quora users about the implied meaning of the word *Kawaii*, the future researcher must conduct a simple mathematic formula by collecting the research data with certain limitations and scope. The future researcher also could use a different topic which still linked to the word '*Kawaii*' in order to achieve a broader scope of tags to the word '*Kawaii*'.

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