

PRESUPPOSITION IN ONLINE GUEST REVIEWS OF SHERATON BANDUNG HOTEL IN 2024: A PRAGMATIC STUDY

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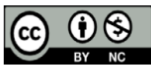
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Volume 9
No. 2
September 2025
Page 124-137

Abstract:

Online guest reviews in the digital era have become a crucial factor in shaping reputation and consumer decisions in the hospitality industry. Beyond explicit statements, reviews contain presuppositions that reveal guests' unspoken expectations and assumptions, making this analysis crucial. This study aims to identify the types of presuppositions (Yule, 1996) and analyze the differences in presupposition triggers (Levinson, 1983) between positive and negative reviews at the Sheraton Bandung Hotel and Towers. The method used in this study is a descriptive qualitative theory method (Creswell, 2013) and documentation as a data collection instrument in the form of 62 online guest reviews data from the Google platform of the Marriott International Sheraton Bandung Hotel and Towers website in 2024. Classification is used for data analysis. The result indicates that the most dominant presupposition was existential presupposition with a total of 36 (58.07%) presuppositions, lexical presupposition 13 (20.97%), factive presupposition 10 (16.12%), and counterfactual presupposition 3 (4.84%). Presupposition triggered by definite descriptions were 36 (58.07%) data, followed by iteratives 9 (14.52%) data, factive verbs 9 (14.52%) data, change of state verbs 4 (6.45%) data, implicative verbs 1 (1.61%) data, comparisons and contrasts (1.61%) data, counterfactual conditionals 1 (1.61%) data, and the last one was verbs of judging 1 (1.61%) data. Positive reviews are characterized by definite descriptions, change of state verbs (change as suggestion), iteratives, comparisons and contrasts, factive verbs, counterfactual conditionals, and verbs of judging. Negative reviews are characterized by change of state verbs (change as complaint), factive verbs and implicative verbs.



Keyword: presupposition; presupposition trigger; online guest reviews; context; pragmatics

Cite this as: Halim, Rio Putra. (2025). *Presupposition in Online Guest Reviews of Sheraton Bandung Hotel In 2024: A Pragmatics Study*. English Journal Literacy Utama.
<https://doi.org/10.33197/ejlitama.vol9.iss2.2025.2655.455>

Article History:

Received: 7 April 2025; Revised: 21 June 2025;
Accepted: 5 August 2025

INTRODUCTION

Technological developments to date have brought about many online platforms, changing the way individuals express experiences, such as sharing moments, communicating, or providing views on something like a place, especially in the context of the hospitality industry. With online/digital platforms, people no

longer need to convey experiences directly or through interviews, because people can share experiences with hotels anytime through online platforms such as Google. Various hotels around the world have implemented digital platforms for making reservations, hotel promotions, or as a place for guests to submit reviews after staying, one of which is Sheraton Hotels and Resorts, a hotel chain founded in the United States in 1937. As part of Marriott International, headquartered in Bethesda, Maryland, Sheraton has become one of the oldest and most recognized hotel chains in the world, with branches in various countries, including Indonesia. One of the famous branches is the Sheraton Bandung Hotel & Towers, which is the focus of this study.

The success of the Sheraton Bandung Hotel in continuously improving its image, services, facilities, guest satisfaction, and quality accommodations to become a 5-star hotel is certainly inseparable from the numerous reviews provided by guests from various backgrounds. Reviews are a source of data containing guest experiences, expectations, and perceptions, and serve as both feedback and promotion for the hotel. Reviews can be positive or negative, depending on the guest's satisfaction with the hotel. Reviews spread across various digital platforms are not only useful as a benchmark for guest feedback, but also provide valuable insights into the linguistic pragmatics contained within them, particularly presupposition. (Sunubi, 2016) explains that "linguistics aims to comprehend language's nature in general. Increasing our knowledge of the world is its primary objective because language is universal and essential to human interactions, with structural theory and actual observation involved." Pragmatics is a linguistic study of how language is used in communication and how meaning is shaped by context, including time, location, and circumstances, which can produce meaning beyond what is conveyed. In addition to context, communication also involves assumptions held by the speaker or listener in the form of implied meanings of a conversation. Presupposition are assumptions or background information that the speaker assumes to be true when delivering a sentence. In order for these presupposition to be appropriate to the context of the utterance, both the speaker and the listener must understand them (S & Heryono, 2024). Of course, before writing a review, guests have presupposition about the facilities/services of Sheraton Bandung Hotel & Towers. Understanding the presupposition contained in online guest reviews allows researcher to uncover the underlying expectations, attitudes, and perceptions that guests bring to their experience at Sheraton Bandung Hotel & Towers.

Previous research has explored the pragmatics of presupposition in other fields to uncover hidden meanings. For example, (Juliansyah, 2018) studied presupposition in slogans of Japanese car advertisements in Indonesia in 2017 to see how they were used commercially, while (Indriyanti, 2021) analyzed presupposition triggers in the dialogue of Kenneth Branagh's film *Murder on the Orient Express* to observe how they played a role in the storyline, or (Liang & Liu, 2016) examined presupposition triggers in Hillary Clinton's first campaign speech to see how they influenced public opinion. These studies demonstrate the effectiveness of presupposition analysis across a wide range of discourses. However, studies of online reviews themselves often focus on sentiment analysis, which simply classifies reviews as positive or negative, without delving into the pragmatic assumptions underlying those sentiments. No research has yet been found that focuses on presupposition in the hospitality sector, particularly in guest reviews in Indonesia. Furthermore, no in-depth study has yet compared the differences in presupposition-triggering strategies used by guests when delivering positive versus negative reviews. Such a comparative analysis is crucial for understanding how the same linguistic tools are used for different communicative

functions, namely, praise and complaint. Therefore, this study is presented to fill this gap. Based on this justification, the researcher is motivated to conduct research on this subject because of the diversity of guest perspectives and the opportunity to contribute to the study of presupposition in the hospitality context. To address this gap, this study formulates two research questions:

1. What types of presupposition are present in online guest reviews of the Sheraton Bandung Hotel in 2024?
2. What are the presupposition triggers found in positive and negative online guest reviews of the Sheraton Bandung Hotel in 2024?

This research is limited to a pragmatic analysis using (Yule, 1996) theory on presupposition types and (Levinson, 1983) theory on presupposition triggers. The objective is to identify the types and triggers of presupposition in the online guest reviews of Sheraton Bandung Hotel & Towers in 2024, and to distinguish the differences between positive and negative reviews. By focusing on online guest reviews of the Sheraton Bandung Hotel in 2024, it is hoped that this study will help readers better understand how presupposition functions in language and how presupposition shapes perceptions in guest communication, while also providing practical insights for the Sheraton Bandung Hotel regarding true guest expectations.

LITERATURE REVIEW

Pragmatics

Pragmatics is the study of how language is used in communication, focusing on meaning that is dependent on context. Fundamentally, it distinguishes between a sentence as an abstract grammatical unit and an utterance as its concrete use in a specific situation (Huang, 2014). This focus on context-dependent meaning is what (Yule, 2020) describes as the study of "invisible meaning," where listeners infer intentions that are not explicitly stated, relying on shared assumptions. This perspective is reinforced by (Levinson, 1983), who observes how language is actively shaped by its context through elements like deixis and speech acts. Similarly, (Nagy, 2015) emphasizes the functional aspect of pragmatics, aiming to provide a deeper account of language by examining its use in real-life situations influenced by social and non-linguistic factors. Within this broad field, which includes concepts such as deixis, speech acts, and implicature, this study will specifically focus on presupposition, examining its various types and triggers.

Presupposition

Presupposition refers to the assumptions a speaker makes before an utterance, which are taken for granted as understood by the hearer (Yule, 1996). A defining characteristic of presupposition is constancy under negation, meaning the underlying assumption remains true even when the main statement is negated. Unlike conversational implicatures, presupposition are tied to specific linguistic structures, and their failure renders an utterance inappropriate rather than merely incorrect (Levinson, 1983). This study adopts the classification by (Yule, 1996), which outlines the following six distinct types:

1. Existential Presupposition: Triggered by definite noun phrases that assume the existence of an entity (e.g., "**The King of Sweden, The garden**" presupposes the entity mentioned).
2. Lexical Presupposition: Where a word like 'stop' implies a prior state (e.g., "He **stopped** smoking" presupposes he used to smoke).
3. Factive Presupposition: Where verbs like 'realize' or 'regret' treat the following information as fact (e.g., "She didn't **realize** he was ill" presupposes he was ill).

4. Structural Presupposition: Where sentence forms like WH-questions assume the truth of their embedded content (e.g., “**Where** did you buy the bike?” presupposes you bought the bike).
5. Non-factive Presupposition: Triggered by verbs like 'imagine' or 'dream' to presuppose the information is untrue (e.g., “We **imagined** that we were in Hawaii” presupposes we were not in Hawaii).
6. Counterfactual Presupposition: Where conditional 'if-clauses' presuppose that the stated condition is contrary to reality (e.g., “**If** you were my friend, you would have helped me” presupposes you are not my friend).

Presupposition Trigger

A presupposition trigger is a specific lexical item or linguistic construction such as a word or phrase that signals the presence of a presupposition within an utterance (Al-Zubeiry, 2020). The information introduced by a trigger is treated as background knowledge assumed to be shared by the listener, rather than as newly communicated information (Liu, 2016, as cited in (Dwi Nur & Zakrimal, 2019)). To complement the analysis of presupposition types, this study utilizes the concept of presupposition triggers as classified by (Levinson, 1983). His framework outlines thirteen distinct factors that generate presuppositions:

1. Definite Descriptions: Noun phrases (e.g., using "the," pronouns, or possessives) that presuppose the existence of the entity being referred to (e.g., “**The man** with two heads” presupposes there is a man with two heads).
2. Factive Verbs: Verbs such as *know*, *regret*, or *be aware that*, which presuppose the truth or factuality of the clause that follows them (e.g., “Frankenstein was **aware** that Dracula was there” presupposes Dracula was there).
3. Implicative Verbs: Verbs like *manage* or *forget to*, which presuppose another unstated action (e.g., “John **managed** to open the door” presupposes the intention of opening the door is implied).
4. Change of State Verbs: Verbs indicating a transition, such as *stop*, *begin*, or *enter*, which presuppose a prior state of being (e.g., “John **stopped** beating his wife” presupposes John had been beating his wife).
5. Iteratives: Words that indicate repetition, such as *again*, *anymore*, or *return*. They presuppose a previous occurrence of the event (e.g., “The flying saucer **came** again” presupposes the flying saucer came before).
6. Verbs of Judging: Verbs used to judge or criticize, like *accuse* or *criticize*. They presuppose the speaker's judgment about the action being described (e.g., “Agatha **accused** Ian of Plagiarism” presupposes Agatha thinks plagiarism is bad).
7. Temporal Clauses: Clauses introduced by words like *before*, *after*, or *while*. They presuppose the event described within the clause actually occurred (e.g., “**Before** Strawson was born, Frege noticed presuppositions” presupposes Strawson was born).
8. Cleft Sentences: Structures like *It was X that Y...*, which divide a sentence to emphasize one part (X) while presupposing that the information in the other part (Y) is already known background fact (e.g., “**It was** Henry that kissed Rosie” presupposes someone kissed Rosie).
9. Counterfactual Conditionals: Sentences with an 'if-clause' that is contrary to reality. They presuppose that the opposite of the 'if-clause' is true (e.g., “**If** hannibal had only had twelve more elephants, the Romance languages would not this day exist” presupposes Hannibal didn't have twelve more elephants).
10. Implicit Clefts with Stressed Constituents: An utterance where intonational stress on a specific word presupposes that the rest of the sentence is shared

background information (e.g., “Linguistics was invented by **CHOMSKY!**” presupposes someone invented linguistics).

11. Comparisons and Contrasts: Comparative structures or contrastive stress that presuppose a parallel or relationship between the items being compared (e.g., “Marianne called Adolph a male chauvinist, and then **HE** insulted **HER**” presupposes for Marianne to call Adolph a male chauvinist would be to insult him).
12. Non-restrictive Relative Clauses: Clauses that provide additional, non-essential information (often set off by commas). They presuppose that the information within the clause is a known fact (e.g., “The Proto-Harappans, **who flourished between 2800 and 2650 B.C.**, were great temple builders” presupposes The Proto-Harappans flourished between 2800 and 2650 B.C).
13. Questions: Interrogative forms, especially WH-questions (*who, what, where*), which presuppose the existence of the entity or event being asked about (e.g., “**Is There** a professor of linguistics at MIT?” presupposes either there is a professor of linguistics at MIT or there isn’t).

Context

Context is a crucial element in pragmatics, defined as the shared interpretative environment that allows speakers and hearers to communicate effectively. Rather than being a static concept, context is fundamentally dynamic a continually evolving set of surroundings that enables participants to interact and makes their linguistic expressions intelligible (Jacob, 2001). This dynamic environment can be understood through three primary sources, as outlined by (Huang, 2014): the physical context, which refers to the setting of the utterance; the linguistic context, encompassing the surrounding discourse or text; and the general knowledge context, which involves the shared real-world understanding between participants. Ultimately, these contextual factors are what determine the meaning of an utterance (Fauzah et al., 2009), and speakers instinctively strive to make their contributions relevant to the shared context to ensure their communication is clear, concise, and easily understood (Samuel & Simatupang, 2020).

Reviews

A review is an evaluation that conveys a user's opinion on the quality, strengths, and weaknesses of a service, product, or experience. In the hospitality industry, online reviews have become a critical component of business, serving a dual function: they inform prospective guests about service quality and facilities, and they provide strategic feedback for hotel management (Adiwijaya & Nurmala, 2023; Tanrisevdi et al., 2022 as cited in (Afrianto, 2024)). The rise of online platforms defined as digital services that facilitate communication between user groups. (OECD, 2019) has amplified the impact of this feedback, enabling guests to share their experiences widely on social media, Online Travel Agents (OTAs), and hotel websites. The content of these reviews directly influences a hotel's success. Positive reviews are a core indicator of customer satisfaction and can even lead to guests being willing to pay a premium (Mauri & Minazzi, 2013, as cited in (Vo et al., 2022)). Conversely, negative reviews stemming from unsatisfactory experiences can significantly damage a hotel's reputation and deter potential customers, who are less likely to book a property where there is a perceived risk of a bad stay (El-Said, 2020). To be effective, these reviews typically feature detailed evaluations, are supported by relevant facts, and are written in clear, understandable language.

METHOD

This study employs a qualitative descriptive method to analyze the types of presupposition found in online guest reviews at the Sheraton Bandung Hotel, as well as the variations in presupposition triggers between positive and negative reviews. This method was chosen because the research aims to deeply understand the meaning of presupposition. According to (Creswell, 2013), qualitative research examines social or human issues using interpretive frameworks, while (Sandelowski, 2000) adds that a qualitative descriptive study is the preferred approach when the main objective is to provide a clear account of a phenomenon. The population consisted of 62 reviews collected. From this population, 10 reviews were selected as a representative sample using the purposive sampling technique. In line with (Sugiyono, 2013) view on sample selection based on specific considerations, the selection criteria for this journal was reviews containing the most illustrative examples of each type of presuppositions and its triggers. This sample was chosen to demonstrate the main findings of the research effectively and concisely, in line with the format of a journal article.

The research object is the presupposition in online guest reviews of the Sheraton Bandung Hotel & Towers from the year 2024. The data source is the online reviews from guests who have stayed at the hotel, collected from the reviews section of the official Marriott International website for the Sheraton Bandung (Sheraton Bandung Hotel and Towers, 2024). The research topic encompasses the identification of presupposition types based on Yule's (1996) theory and the analysis of presupposition triggers based on Levinson's (1983) theory.

The research procedure began with the selection of the topic and data source to formulate the research object, which was followed by a literature review of previous studies and relevant theories. Then, the research problems were formulated and the appropriate method was chosen. Data collection was conducted from June 20-30, 2025, using the documentation technique of copying texts and taking screenshots. Subsequently, the data was processed through several stages: editing the 62 raw reviews for clarity, coding by marking phrases that form presuppositions, classifying the coded results into categories, and tabulating the frequency and percentage of each presupposition types and triggers. The core data analysis was performed in two stages: identifying presupposition types based on (Yule, 1996) framework and analyzing their triggers using (Levinson, 1983) theory, while categorizing them into positive or negative reviews. Lastly, drawing conclusions to answer the research questions and providing recommendations for future research.

RESULTS AND DISCUSSION

Based on research results from the Marriott International Hotel Sheraton Bandung website's review section in 2024, 62 online guest reviews containing presuppositions were first classified into six types. Because the research results did not indicate any structural presuppositions and non-factive presuppositions, online guest reviews of the Sheraton Bandung Hotel were categorized into 4 presupposition categories. Furthermore, from the same analysis, 8 of the 13 presupposition triggers were found. The following is a table of presupposition type results and a table of presupposition triggers.

Table 1. Types of Presupposition in Online Guest Reviews of Sheraton Bandung Hotel in 2024

NO	TYPES OF PRESUPPOSITION	AMOUNT	PERCENTAGE
1	Existensial Presuppositions	36	58.07%
2	Lexical Presuppositions	13	20.97%
3	Factive Presuppositions	10	16.12%
4	Counterfactual Presuppositions	3	4.84%
TOTAL		62	100%

Table 2. Presupposition Triggers in Online Guest Reviews of Sheraton Bandung Hotel in 2024

NO	PRESUPPOSITION TRIGGERS	AMOUNT	PERCENTAGE
1	Definite Descriptions	36	58.07%
2	Iteratives	9	14.52%
3	Factive verbs	9	14.52%
4	Change of state verbs	4	6.45%
5	Implicative verbs	1	1.61%
6	Comparisons and Contrasts	1	1.61%
7	Counterfactual conditionals	1	1.61%
8	Verbs of judging	1	1.61%
TOTAL		62	100%

From the table, 10 of the 62 most representative online guest reviews and representing all types have been taken for deeper qualitative descriptive analysis.

A. Existensial Presupposition

Data 1

*“One of the best in Bandung **great service, great food, nice location** with fresh air and temperature, **spacious parking, warm water kids pool** and the most important is **spacious room with big bed.**“*

(Dsumarlins, 2024)

The context of this guest review concerns the reviewer's experience, highlighting the excellent service, food, and facilities. The presupposition in this review is an existential presupposition. This is because the reviewer only mentions what is available at the hotel, including great service, great food, and nice location. They also specifically mention the facilities they enjoyed, such as spacious parking, a kids' pool, and a spacious room, without explaining their feelings or expectations about the hotel.

Based on the review, the presupposition triggers identified are definite descriptions. This category corresponds to the numerous definite noun phrases found throughout the review, each indicating an underlying existential presupposition. Examples include phrases like "great food," "great service," "nice location," "spacious parking," "kids' pool," and "spacious room with a big bed." These phrases inherently assume the existence of the entity the reviewer is

referring to, forming the basis for a shared understanding with the reader about the items discussed. This review is also generally considered positive. This is clearly seen from the use of strong evaluative phrases such as the expressions great service and great food, which explicitly convey praise for the existing facilities.

Data 2

“Superb stay

A very well maintained hotel with nice facilities especially children play room and children heated pool. Food is really tasty, breakfast buffett is superb and lastly very attentive customer service.“

(Hosea G, 2024)

The context of this guest review concerns the reviewer commenting on the hotel's quality, facilities, food, and service. Analyzing this review, the type of presupposition found is an existential presupposition. This is because the reviewer only mentions the hotel's existence and its facilities, such as the children's playroom, heated pool, and customer service, without specifically describing the reviewer's feelings or expectations.

The presupposition trigger in the review is definite descriptions. This category directly corresponds to the numerous definite noun phrases found throughout the review, each indicating an underlying existential presupposition. Examples include phrases like "a very well-maintained hotel," "nice facilities," "children's playroom," "children's heated pool," "food," "breakfast buffet," and "customer service." These phrases inherently assume the existence of the entity the reviewer is referring to, forming the basis for a shared understanding with the reader regarding the matters discussed. This review is generally considered positive, as seen from the use of evaluative phrases such as 'a very well maintained', 'nice facilities', 'tasty', 'very attentive', explicitly conveying deep satisfaction with the stay experience.

Data 3

Sheraton Hotel Bandung serves the best food among hotels in Bandung, offering a perfect blend of local and international flavors with exceptional quality and taste. A must-try for food enthusiasts!“

(Rusli Zulfikar, 2024)

The context of this guest review describes the reviewer stating that the Sheraton Bandung Hotel provides the best food of all hotels in Bandung, offering a perfect blend of local and international flavors with unbeatable quality and taste. The reviewer also recommends this hotel for food lovers. In analyzing this review, the type of presupposition found is an existential presupposition. This is because the reviewer only mentions what the Sheraton Bandung Hotel provides, namely the food (best food), and also mentions the entity "food enthusiasts," without explaining their personal feelings or expectations for the hotel.

The presupposition trigger in the review is definite descriptions. This category corresponds to the numerous definite noun phrases found throughout the review, each indicating an underlying existential presupposition. For example, the phrases "Sheraton Hotel Bandung," "food enthusiasts," "Hotels in Bandung," "food," "local and international flavors." These phrases inherently assume the existence of the entity the reviewer is referring to, forming the basis for a shared understanding with the reader about the matters discussed. This review is overall a positive one, as is evident from the use of strong evaluative phrases such as best, perfect blend,

exceptional quality and taste, must-try, explicitly recommending the hotel for foodies.

Data 4

"Happiness vacation

*Stay 2 days with **my kids, staff** recommend me to used **apps** order **the room**. Nice apps, you can use as room key. **Good breakfast, and great hospitality.**"*

(Wahyu Nugroho, 2024)

The context of this guest review concerns a two-day family vacation with children, highlighting the convenience of modern technology and the overall quality of service. The type of presupposition used in this review is an existential presupposition. This is because the reviewer focuses on mentioning existing features they experienced during their stay, including the hotel staff, the booking app, the breakfast, and the hospitality, without comparing or explaining their prior expectations.

Based on this review, the presupposition triggers identified are definite descriptions. This category corresponds to several noun phrases referring to specific entities, each of which indicates an existential presupposition. Examples include the phrases "staff," "apps," "the room," "good breakfast," and "great hospitality," and the possessive "my kids." These phrases inherently assume the existence of the people, objects, or services they refer to, thus establishing a shared understanding with the reader about what is being discussed. This review is also generally positive, as is evident from the title "happiness vacation" and the use of positive adjectives such as "nice," "Good," and "great" to describe the hotel's facilities and services.

B. Lexical Presupposition

Data 5

" Whole experience was good!

***My second time** coming to Sheraton Bandung, the service is **always** above my expectation **since the first coming**. The staff is very helpful, they're doing their job very professional. A lot of variety menu on breakfast, the ambiance of hotel is very relaxing."*

(Yesy, 2024)

The context of this guest review concerns the reviewer's experience, which expressed exceptional satisfaction with various aspects of the hotel, including staff service, cleanliness, ambiance, and views, as well as memorable personal interactions. In analyzing this review, the type of presupposition found is lexical presupposition. This is because the reviewer's context, recounting repeated experiences with the hotel, creates implicit additional meanings, without any criticism or suggestions. This is clearly evident in the section, "This is my second time to the Sheraton Hotel Bandung."

Based on the review, the presupposition triggers found are iteratives. The phrases "My second time coming" and "Service is always above my expectation" explicitly use iterative markers such as "second time" and "always," which assume that the act of staying and the high quality of service are repeated and ongoing habits since the first visit. This review is overall positive. This is evident from the opening statement "Whole experience was good!" and the use of strong evaluative phrases such as "always above my expectation," "very helpful," "very professional," "very relaxing," "very surprise," and "very kind," as well as the explicit recommendation to friends to stay at the Sheraton.

Data 6

*" Our big family enjoyed our stays very much. Very clean hotel and **recently renovated**. My Dad was one of the project manager who built this hotel in the 1990s and staying at this hotel really **brought back** all great memories for us as a family. I **used to stay** at the hotel even during soft opening."*

(Wifi Family Band, Desember 2024)

This review presents a deeply personal and warm perspective from a large family. The reviewer has a strong historical connection to the hotel as her father was involved in its construction, making this stay a nostalgic moment that evokes fond memories. This type of presupposition in this review demonstrates the presence of lexical presupposition. This is due to the context in which the reviewer recounts changes to the hotel and personal experiences that create additional meaning, without any criticism, suggestions, or expectations. This is clearly evident in the sections "brought back," "renovated," and "used to stay."

Based on the review, the presupposition trigger in this data is the change of state verbs. This factor is characterized by several key clauses such as "recently renovated," "brought back all great memories," and "I used to stay." The word "renovated" assumes the state before renovation, "brought back" assumes the state before memories, and "used to stay" assumes a past habit that has now changed. This review is clearly positive. This is due not only to the explicit statement "enjoyed our stays very much" but also to the nostalgia and warmth of the great memories that lend strong and sincere emotional weight to the praise.

Data 7

*"Rooms need **upgrading***

Rooms were dated. Beds not so comfortable and the sheets had musky smell."
(Angie, Juli 2024)

This review briefly and directly addresses a guest's complaint about the physical condition of their room. The reviewer specifically highlights that the room felt dated, with issues with bed comfort and musty-smelling sheets. The type of presupposition found is a lexical presupposition because the core message is contained within the meaning of a word, namely "upgrading" in the title, which creates an implicit meaning.

The presupposition triggering the review is a change of state verb. This factor is characterized by the verb "upgrade." This word indicates a process of change from one state (old/outdated) to another, better state (new/modern), and its use directly assumes an inferior or older initial state that needs improvement. This review is categorized as negative because every sentence written is a complaint and criticism, ranging from the general condition of the room, which is dated, to specific issues such as "not so comfortable," or a "musky smell," without including a single positive element.

C. Factive Presupposition

Data 8

"All good!

*me & my husband **really enjoyed** to stay at sheraton! so delightful."*

(Sahara, 2024)

This short review describes a highly satisfying stay shared by a guest and their partner. The type of presupposition used in this data is factive presupposition. This is due to the context in which the reviewer expresses the

guest's feelings/attitudes toward the hotel, using the verb phrase "really enjoyed" without any criticism, suggestions, or initial expectations of the hotel.

Based on the data, the presupposition trigger for the review is factive verbs. The verb phrase "enjoyed" falls into this category because it expresses the reviewer's feelings or attitude toward a proposition (the stay). By stating that the reviewer enjoyed their stay, the reviewer is taking it as an undeniable fact that they actually stayed at the Sheraton. The stay itself is perceived as a real event and is then evaluated with a feeling of pleasure. This positive review is directly evidenced by the choice of highly affirmative words and phrases such as "all good!", "really enjoyed," and "so delightful," leaving no doubt about the guest's satisfaction.

Data 9

*"We **glad** to stay at here. The restaurant's food was tasty and freshly made, and there were various options. Also they offered a very pleasant stay at a convenient location."*

(FCA, 2024)

This review describes the guest's general satisfaction with their stay, specifically highlighting the quality of the food and the hotel's location. The type of presupposition found is a factive presupposition. This is due to the reviewer's context, which expresses an attitude/feeling toward something assumed to be factual, e.g., "We were glad to stay," without offering any criticism, suggestions, or expectations.

The presupposition trigger in this review is a factive verb. The emotional predicate "(be) glad" functions as a factor because it expresses the reviewer's attitude toward an event whose truth is assumed. Thus, the reviewer assumes that their stay at the hotel was a real event. This review is clearly positive, as evidenced by the consistent choice of complimentary words such as "glad," "tasty," "freshly made," and "very pleasant." These words explicitly indicate that the guest had a highly satisfying experience across various aspects of the hotel's services.

D. Counterfactual Presupposition

Data 10

*"overall good, many variant of breakfast, warm pool for children. it will better **if** adult pool also use warm water."*

(Ik, Juli 2024)

This review concerns a reviewer who expressed satisfaction with several aspects, such as the varied breakfast menu and the children's warm pool. However, the review concludes with a specific suggestion that similar facilities be implemented in the adult pool. The type of presupposition used in this review is a counterfactual presupposition. This is because, behind the experience, the reviewer expressed an expectation that did not materialize, as indicated by the use of an "if" clause, which directly assumes another scenario.

The presupposition trigger formed in the review is a counterfactual conditional. This factor is indicated by the clause "if the adult pool also uses warm water." This sentence structure, which uses "if" to present a hypothetical condition, effectively assumes the opposite of the condition, as the adult pool does not currently use warm water, thus contradicting the reality. This review is classified as positive because the reviewer explicitly expressed "good" and "overall good" and mentioned several points of excellence. The suggestions given at the end are constructive and do not invalidate the initial praise, but rather serve as input to improve the experience.

CONCLUSION

This study identified four types of presupposition and eight presupposition triggers, shedding light on how guests implicitly convey meaning and evaluate their experiences, with existential presuppositions being the most dominant appearing in 36 instances (58.07%), primarily triggered by definite descriptions with 36 instances (58.07%). This finding confirms that guests focus on the actual existence of the hotel's staff, facilities, and services. Other types found, in descending order of frequency, were lexical (implied repeated experiences or made implicit requests for improvement), factive (to express guests' emotions and feelings as factual outcomes of their stay), and counterfactual presuppositions (presented alternative scenarios or outcomes contrary to the guest's actual experience). Notably, structural and non-factive presuppositions were absent, as reviews contain direct experiences rather than questions or imagination. The analysis of triggers revealed a significant distinction: positive reviews tend to utilize definite descriptions, iteratives, change of state verbs (change as positive suggestion), comparison and contrasts, factive verbs, counterfactual conditionals, and verbs of judging. Whereas negative reviews are characterized by change of state verbs (as complaints) and implicative verbs.

These findings offer significant practical implications for hotel management. The frequent use of definite descriptions in positive reviews highlights specific assets that can be leveraged as authentic testimonials in marketing materials. Positive factive verbs can be incorporated into Human Resources training modules to exemplify service excellence. Suggestions embedded within iteratives and counterfactual conditionals from loyal guests can inform a "Voice of the Customer" program aimed at service innovation that exceeds, rather than merely meets, expectations. Conversely, negative triggers like change of state verbs can function as a diagnostic tool for management to perform root cause analysis on service failures.

Theoretically, this research successfully applies the presupposition framework of (Yule, 1996) and its triggers from (Levinson, 1983) within the context of the hospitality industry. For future research, Scholars could investigate presuppositions in other forms of hotel communication, such as promotional materials (brochures, websites) or official policies (terms and conditions), where the absent structural or non-factive types might be present.. Finally, this research can serve as a foundation for exploring other pragmatic concepts within the hospitality context, such as implicature, politeness, and impoliteness, using contemporary theoretical frameworks.

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