

**EUPHEMISM USED BY PRESIDENT JOKOWI'S POLITICAL
SPEECH AT THE 60th ASIAN-AFRICAN CONFERENCE
COMMEMORATION (AACC) 2015**

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MALANG

2016

**EUPHEMISM USED BY PRESIDENT JOKOWI'S POLITICAL
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THESIS

Presented to

Maulana Malik Ibrahim State University of Malang

in partial fulfillment of the requirements for Degree of Sarjana Sastra (S.S)

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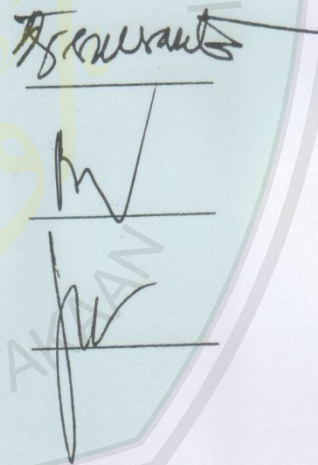
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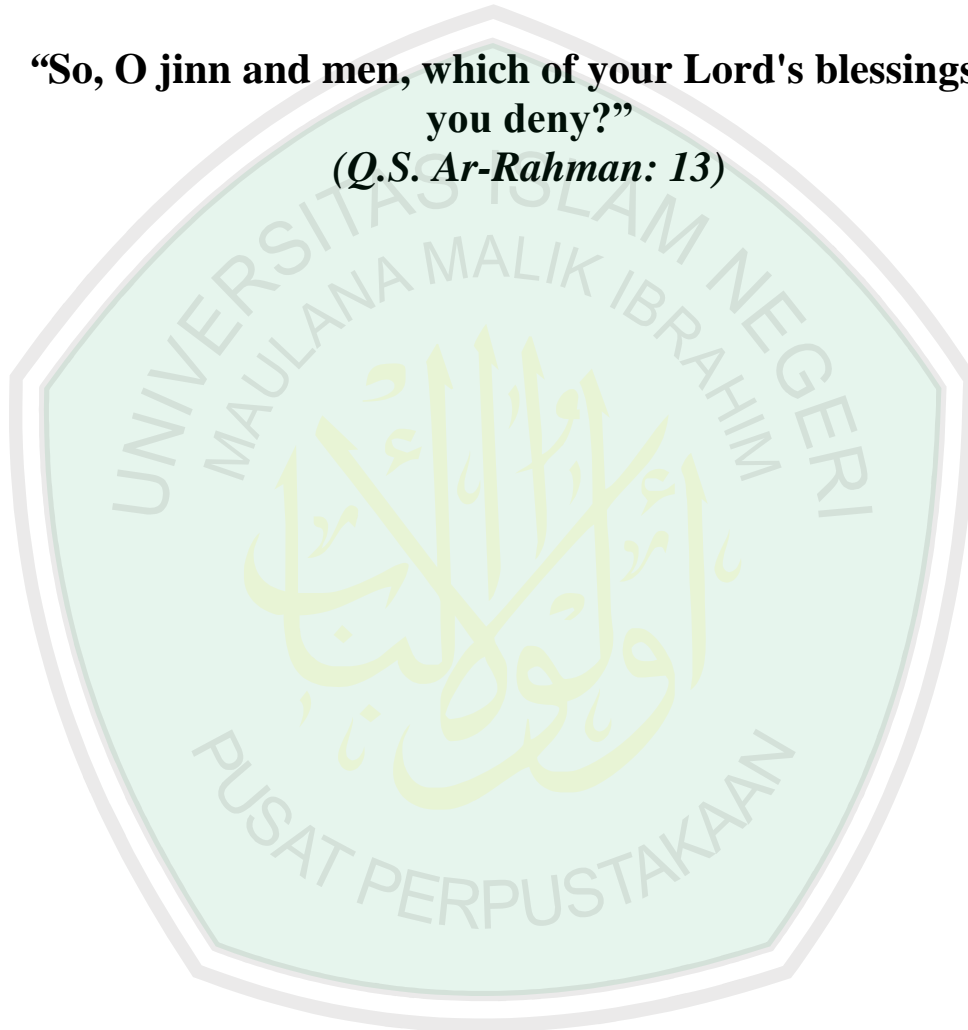
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MOTTO

فَيَأْتِي غَالِبًا رَبُّكُمْ مَا تَكْتُمُونَ ﴿١٣﴾

“So, O jinn and men, which of your Lord's blessings will you deny?”

(Q.S. Ar-Rahman: 13)



DEDICATION

I dedicate this thesis to my father NurMa'arif and my mother Suparti, my brothers Sugiantoro, OktaNur Efendi, and Herman Fellany.



ACKNOWLEDGEMENT

First and foremost, I would like to extend my gratitude to the Almighty Allah SWT for blessing me every time, so this final project can be finished. May mercies and peace always be given to our beloved Prophet Muhammad SAW, the last messenger who guided us to the better future life.

Second, I would like to deliver my deepest gratitude and thanks to my great parents and brothers, for their love, prays, moral and material supports, and motivations during my thesis so that I could finish it on time.

Third, I would like to deliver my sincerest gratitude to Abdul Aziz, M.Ed., Ph.D as my advisor who has already given me motivations and thoughtful suggestions in the completion of this thesis.

Last, I would like to deliver my thanks to my best friends Hatim Al Ashom, M. Sofiyulloh, M. Arif A.P, Siti Ilifdiani M, Izzah Shabrina, Maulida Nur Fatmala, Santika Priyantini, Robiatul Adawiyah, Umy Mufida, and Hamzah Arribad for their helps, prays and motivations in the completion of my thesis.

ABSTRACT

Rachman, Arendra Abdul. 2016. *Euphemism Used in President Jokowi's Political Speech at the 60th Asian-African Conference Commemoration (AACC) 2015*. Thesis. English Language and Letters Department. Faculty of Humanities. Maulana Malik Ibrahim State Islamic University of Malang.

Advisor : Abdul Aziz, Ph.D

Key words : Euphemism, Political speech

In society, people certainly have different style in the way conveying words or information to others, but sometimes the speaker uses and says the wrong choice of words which sound strange or bad and make the listener unpleasant. Regarding that kind of case, in this study, the researcher is interested in analyzing euphemism, it is about using mild and polite language to prevent the harsh language in particular terms in order to protect the speaker or the receiver or both of them from possible effrontery and offence. The researcher examines euphemistic expressions used in president Jokowi's political speech at the 60th Asian-African Conference Commemoration (AACC) 2015. This study attempts to answer two research problems about types and styles of euphemism used by president Jokowi in his speech. To solve the problems, the researcher used the theory of euphemism by Allan and Burridge (1991).

This study uses descriptive qualitative approach to analyze the data which is in the form of transcript containing euphemistic words, phrases and sentences. While the data of this study are collected from the political speech of Jokowi which the script taken from internet which is <http://www.theglobalreview.com/>, then the data were analyzed through the process of categorizing, analyzing, and drawing the conclusion from the result of the analysis. The main instrument of this study is the researcher himself.

The result of the study found that there were six types of euphemism used by president Jokowi: 1) hyperbole, 2) litotes, 3) circumlocution, 4) abbreviation, 5) idiom, 6) synecdoche, and one style of euphemism: 1) formal style, which investigated from all of the classification of euphemism have been explained.

From this study, the researcher suggests the further research to be more various speeches from different speakers from different states to find better and interesting result which may different from this research result. In addition, the researcher also suggests to the next researcher to select other more interesting subject such as studying political debate, since it consists of many euphemism words produced by the debaters who have to control every single words produced in order to sound smoother or mild, or to select other theory of euphemism to enrich the existing data.

ABSTRAK

Rachman, Arendra Abdul. 2016. *Penggunaan Eufemisme oleh Presiden Jokowi pada Pidato Politik di Konferensi Asia Afrika (KAA) ke-60 Tahun 2015*. Skripsi. Jurusan Bahasa dan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang.
Pembimbing : Abdul Aziz, Ph.D
Kata kunci : Eufemisme, Pidato politik

Dalam kehidupan masyarakat, orang – orang tentu memiliki gaya berbicara yang berbeda ketika mengutarakan sesuatu. Namun, seringkali seorang pembicara menggunakan kosa kata yang kurang tepat dan membuat para pendengar merasa kurang nyaman. Berdasar dari hal tersebut, peneliti tertarik menganalisa eufemisme, yaitu penggunaan bahasa yang halus, baik, dan sopan untuk menghindari bahasa kasar guna menjaga hubungan baik antara pembicara dan pendengar. Peneliti menganalisa penggunaan eufemisme oleh presiden Jokowi pada pidato politik di KAA ke-60 tahun 2015. Penelitian ini mencoba menjawab dua rumusan masalah mengenai tipe dan gaya eufemisme yang digunakan presiden Jokowi saat pidato tersebut. Peneliti menggunakan teori eufemisme menurut Allan dan Burrige (1991).

Penelitian ini menggunakan pendekatan deskriptif kualitatif dalam menganalisa data berbentuk transkrip pidato berisikan kata, frase, dan kalimat. Data tersebut diperoleh dari website <http://www.theglobalreview.com/>. Selanjutnya, data di analisa melalui beberapa tahapan yaitu kategori, analisa, dan pengambilan kesimpulan. Instrumen utama dalam penelitian ini adalah peneliti sendiri.

Hasil dari penelitian ini menunjukkan bahwa terdapat enam tipe eufemisme yang telah digunakan oleh Jokowi, yaitu: 1) hiperbol, 2) litotes, 3) circumlocution, 4) abreviasi, 5) idiom, 6) synecdoche, dan terdapat satu gaya eufemisme: 1) gaya formal.

Dari penelitian ini, peneliti menyarankan agar penelitian selanjutnya dapat menganalisa lebih banyak variasi pidato dari pembicara atau negara yang berbeda untuk mendapatkan hasil yang lebih baik dan menarik yang berbeda dari penelitian ini. Selain itu, peneliti juga menyarankan kepada peneliti berikutnya untuk memilih subjek penelitian yang lebih menarik seperti debat politik karena para ahli debat akan lebih banyak menggunakan ungkapan eufemisme untuk memperhalus argumen – argumennya, atau menggunakan teori eufemisme yang lain untuk memperkaya data yang sudah ada.

الملخص

. راتشمان، أريندرا عبد. 2016. تلطيف المستخدمة في الخطاب السياسي الرئيس جوكووي في ذكرى المؤتمر الآسيوي-الأفريقي الستين (مؤتمر كنائس عموم أفريقيا) عام 2015. أطروحة. بحث جامعي، قسم اللغة الإنجليزية وأدبها، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.

.مستشار: عبد العزيز، دكتوراه

الكلمات الرئيسية: كناية، الخطاب السياسي

في المجتمع، والناس لديهم التأكيد نمط مختلف في طريقة نقل الكلمات أو المعلومات للآخرين، لكن في بعض الأحيان يستخدم المتكلم ويقول خيار خاطئ من الكلمات التي تبدو غريبة أو سيئة وتجعل المستمع يشعر غير وفيما يتعلق بأن نوع القضية، في هذه الدراسة، الباحثة مهتمة بتحليل كناية، أنها حول استخدام لغة .سارة معتدلة، ومهذب لمنع لغة قاسية ولا سيما شروط من أجل حماية المتكلم أو المتلقي أو كليهما من الوقاحة الممكنة ويدرس الباحث ملطف التعبيرات المستخدمة في الخطاب السياسي للرئيس جوكووي في ال 60 .وجريمة هذه الدراسة يحاول الإجابة .عام 2015 (مؤتمر كنائس عموم أفريقيا) الآسيوية-الأفريقية المؤتمر الاحتفال لحل المشاكل ، .مشكلتين للبحث عن أنواع وأنماط من تلطيف المستخدمة من قبل الرئيس جوكووي في خطابه (1991) استخدمت الباحثة نظرية كناية بالن وبوريدج

تستخدم هذه الدراسة المنهج النوعي الوصفي لتحليل البيانات التي في شكل نسخة تحتوي على كلمات ملطف، في حين يتم جمع البيانات الخاصة بهذه الدراسة من الخطاب السياسي من جوكووي التي تم .بالعبارات والحمل ، ثم /<http://www.theglobalreview.com> تحليل البرنامج النصي مأخوذة من شبكة الإنترنت وهو الأداة الرئيسية لهذه الدراسة .البيانات خلال عملية تصنيف، تحليل واستخلاص استنتاج مؤداه من نتيجة التحليل .هو الباحث نفسه

(2) الغلو، (1) :نتيجة لهذه الدراسة وجد أن هناك ستة أنواع من تلطيف المستخدمة من قبل الرئيس جوكووي قد تم (1) ،، ونمط واحد من كناية *synecdoche* (6) لغة، (5) اختصار، (4) سيركوملوكوشن، (3) ليتوتيس، تفسيرها في النمط الرسمي، الذي حقق كل من تصنيف كناية

من هذه الدراسة، يقترح الباحث إجراء مزيد من البحوث لتكون أكثر الخطب المختلفة من مختلف المتحدثين من وبالإضافة إلى ذلك، .دول مختلفة للعثور على نتيجة أفضل والمثيرة للاهتمام التي قد تختلف عن نتيجة البحث هذا تقترح الباحثة أيضا أن الباحث القادم لتحديد المنتجة الأخرى موضوع أكثر إثارة للاهتمام مثل دراسة النقاش السياسي، نظراً لأنها تتكون من العديد من الكلمات كناية تنتجها المناقشون الذين لديهم للتحكم في كل عبارة .واحدة للصوت أكثر سلاسة أو خفيفة، أو لتحديد نظرية أخرى لتلطيف لإثراء البيانات الموجودة

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CHAPTER I

INTRODUCTION

1.1 Background of the Study:

This study focuses on euphemism used by President Jokowi in his speech at the 60th Asian-African Conference Commemoration (AACC) 2015. Euphemism is word or phrase which is categorized as polite and good language style. In society, people certainly have different style in the way conveying words or information to others, but sometimes the speaker uses and says the wrong choice of words which sound strange or bad and make the listener feel unpleasant. That such of case may lead to a negative perspective from the listener to the speaker which is very risky for the self-image of the speaker. However, the function of euphemism here, is to bring people into a good communication among others.

Euphemism is common in society. People are constantly renaming things and repacking them to make the sound 'better' (Wardhaugh, 1986; 231). By using euphemism, we can make more polite statement, so, it will not make others feel unpleasant because the language conveyed has been smoothen. For example; we often choose the word 'restroom' for saying 'bathroom' or 'pass away' for saying 'dead'. In Indonesian euphemism, the word 'buta' is euphemized as 'tunanetra'. The euphemism makes the words sound good for the listener. Therefore, euphemism word and expression is important in social life because it helps people from losing face or feeling unpleasant by changing the use of unpleasant words with polite and soft words. Friedman (2004:01) states that euphemism usage will be more interesting when it is used for specific purpose in a certain communication. It

is not only important for a certain group of people, but also involves all levels of society to use euphemism to avoid losing face.

The significance of euphemism is the importance of using polite words or expression in social life among people. The primary reasons why the researcher choose euphemism to be studied is because euphemism, which is very important in social communication, can be an instrument for keeping relationship in good harmony between reader and writer or speaker and listener (Allan and Burrige, 1991:7). In other words, euphemism can protects the speaker or the receiver or both of them from possible effrontery and offence.

In this study, there are two reasons to adopt the euphemism theories of Allan & Burrige. First, the theory is appropriate to the comprehension of euphemism, to a certain extent, it is more specific in classifying the euphemistic words. Second, the theory of Allan & Burrige (1991) decided to be appropriate in interpreting the source of euphemism in this study, it is due to the fact that euphemism much depend upon the context.

In this research, the researcher choose political speech as the subject of research because it will be different from the previous studies. Political speech is a phenomenon which always gets big attention from the society. The language used in speech should have a big attention from the speaker, it should be good language style which does not make the listeners feel unpleasant. Political speeches often use high language which not all of people understand it. Political language has to consist largely of euphemism (Orwell in Mestherie, 2010: 612). According to Orwell, it can be interpreted that political speeches almost consist of the words

which use euphemism. It proved that politicians must have well speech organized when they speak to the audiences.

In this study, the researcher focuses on euphemism used by Indonesian president, Joko Widodo or well-known as Jokowi, in his political speech at the 60th Asian-African Conference Commemoration (AACC) 2015. This particular speech of Jokowi is chosen to be researched because this is one of the newest internationally speeches of president Jokowi who is the current president in Indonesia. Also, since he is the host of AACC 2015, he has an important role politically in the world especially in Asia and Africa. In addition, his speech in AACC 2015 gets big attention of the world since the speech was strongly criticizing the existence of the World Bank, ADB, and the IMF. There must be euphemistic expressions used by Jokowi in his criticizing in that political speech. Therefore, this Jokowi's speech is important to be analyzed using euphemism because Jokowi surely did not use arbitrary words especially in criticizing. He used certain language style which is more polite and soft on purpose. Otherwise, there will be possible effrontery and offence which lead to crucial situation.

There are several researches which have been conducted in euphemism with different sources and data. First, Munfaati (2008) analyzed euphemism in political articles in Reuter.com using Allan and Burrige's theory. Second, Laili (2008) analyzed euphemism in the national section of the Jakarta Post. Third, Feri (2012) analyzed euphemism in Jakarta post using Beatrice Warren's theory. Regarding with the previous researches, this research aims to continue the previous research which used Allan & Burrige's theory but in different area and subject, president Jokowi's political speech in AACC 2015, because of the uniqueness and the power

of spoken language especially public speech which is different from written ones. Therefore, this research which is aimed at finding the types and styles of euphemism used by Jokowi in his political speech is important to be done because it will enrich the knowledge of euphemism used in spoken language especially public speech.

Based on the above discussion, the researcher states that investigating euphemism in president Jokowi's political speech in AACC 2015 is urgent to research.

1.2 Research Question:

1. What types of euphemism are used by president Jokowi in his speech at the 60th AACC 2015?
2. What styles of euphemism are used by president Jokowi in his speech at the 60th AACC 2015?

2.3 Objective of the Study

1. To identify the types of euphemism used by president Jokowi in his speech at the 60th AACC 2015
2. To identify the styles of euphemism used by president Jokowi in his speech at the 60th AACC 2015

1.4 Significant of the Study

The result of this research is expected to give some practical contributions. First, this research is expected to give benefit for further researchers who are interested in doing similar research in the same field. Second, for the readers especially those who deal with speaking in public such as politician, teacher, *ulama*, presenter, government, student, and so on, this research gives the information and explanation about types and styles of euphemism in president Jokowi's political speech in AACC 2015 in order to enrich their understanding on using euphemistic expression

in certain situation and condition properly since euphemism is very important in public speaking.

1.5 Scope and Limitation

This research focuses on the use of euphemistic expression in President Jokowi's political speech at Asian-African Conference Commemoration (AACC) 2015. The script of this speech which is taken in 2015 is chosen to be analyzed because it has some interesting euphemistic expressions in the way President Jokowi criticizing the world organizations.

The researcher limits this study by only investigating one speech of Jokowi due to limited time. Although this speech is considered as the newest speech at AACC 2015, the other speeches at AACC might leave any potential research findings.

1.6 Research Method

1.6.1 Research Design

This research is categorized as the descriptive qualitative. It is called qualitative research method because the data is obtained in a natural setting. It means that in collecting the data the researcher does not give any treatment. Moreover, the researcher is as the main instrument that collects and analyzes the data. Furthermore, the data are in the form of utterances produced by president Jokowi.

In addition, this research called descriptive research since the data are in the form of words, phrases, and sentences, richly described to investigate the

euphemism used in political speech based on Allan & Burrige theory. Moreover, this method is intended to describe the situation or the area of interest factually and accurately.

1.6.2 Data Source

The data source used in this research is the script of President Jokowi's political speech at Asian-African Conference Commemoration (AACC) 2015. The script is taken from internet which is <http://www.theglobalreview.com/>, because this link provides the complete speech both English and Indonesian version. The speech was conducted on 2015. The data of this research are obtained from the utterances in the speech produced by president Jokowi which contain euphemism.

1.6.3 Research Instrument

The researcher is considered as the main instrument of this research because he actively participates in doing this research, including data collection and data analysis. The questionnaires are not provided to be taken as instrument because the object of this research is a speech. The researcher analyses the data by interpretation because the data are in the form of utterances in speech script. After that, the data are classified and analyzed based on Allan & Burrige's theory of euphemism.

1.6.4 Data Collection

Since the data are in the form of words, phrases, and sentences, the researcher has to be careful in reading the script to collect the appropriate data to be analyzed. First, to collect the data, the researcher reads the script for several times to have enough understanding the content. Second, the researcher choose the words, phrases, and sentences which are indicated to

contain euphemism. Last, the researcher classifies and analyzes the data using Allan & Burridge theory of euphemism.

1.6.5 Data Analysis

After collecting the data from the data source, then the researcher analyzes the data script using the following steps; first, the researcher categorizes the words, phrases, and sentences in the political speech of Jokowi considered as the type of euphemism (idiom, circumlocution, metaphor, hyperbole, acronym, metonymy, etc), and styles of euphemism (frozen style, formal style, casual style, etc). Those analyses written in data tabulation, second, the researcher interpreting the data from each category based on Allan & Burridge theory. The last step, the researcher discusses the whole data and draws a tentative conclusion by describing the result of this research.

1.7 Definition of Key Terms

To avoid misunderstanding about the meaning of some terms used in this study, the researcher provides the definition below:

1. Euphemism is a word or phrase which is categorized as polite, soft, and good language style.
2. Speech is a formal talk given usually to a large number of people on a special occasion.
3. Asian-African Conference Commemoration (AACC) is a meeting of Asian and African states that discuss important issues globally.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents definition of euphemism, types of euphemism, and styles of euphemism.

2.1 Definition of Euphemism

Euphemism are words or phrase substituted for other words thought to be offensive to avoid the loss of face, either one's own face or, by giving offense of the audience, or of some third party (Allan & Burridge, 1991:11). Offensive words here mean to denote taboo topic, which was prohibited because it was believed to be dangerous to certain individuals, or to society as a whole. It shows that euphemism is used to avoid distasteful and possible loss of face. Euphemism is mostly done to avoid negative connotations.

There are many concepts of euphemism, according to Collins (1998:427) states that euphemism is a word or phrase that replace a taboo word or serves to avoid frightening or unpleasant subjects. The word euphemism, however, precisely names the phenomenon, so it does not conceal anything. In addition, Wardhaugh (1986:237) states that euphemism refers to certain things are not said, not because people do not talk about, but they are talked in very roundabout ways.

The offensive or unpleasant expression may be taboo, fearsome, distasteful, or for some other reason have too many negative connotations to

execute a speaker's communicative intention on a given occasion or context. Brown and Levinson in Wardhaugh (1986:275) define face as 'the public self-image that every member wants to claim for himself'. They also distinguish between positive and negative face. Positive face looks for solidarity, negative face, however is more problematic for it requires interact and to recognize each other's negative face, for example the need to act without giving offense.

Face can be lost (affronted), gained (enhanced), or just maintained. In virtually, every utterance a speaker needs to take care what is said will maintain enhance, or affront a hearer's face in just the way he or she intends to affect it, while at the same thing maintaining or enhancing the speaker's own face (which can be achieved by being self-effacing). There is a general presumption that a speaker will be polite except when intending to affront the hearer (Allan & Burridge, 2005:24)

2.2 The Types of Euphemism

The following are the types of euphemism according to Allan & Burridge (1991):

2.2.1 Metaphors

Figurative expression is categorized into euphemism type. Metaphor indicates something different from the literal meaning. Allan & Burridge (1991) exemplify metaphorical euphemism with Barber's *Cockney's Lament* (1979) where *The cavalry's comemeans* that "I've got my period", and *go to the happy hunting grounds* means "die".

When those metaphors are used in the right co-text, in this context, metaphor is not a device of poetic imagination, but it is used in ordinary language. Metaphor is persuasive in everyday life, not just in language but also in thought and action. Metaphor makes an unimplied comparison between two unlike elements having at least one quality or characteristic in common. To be euphemistic, we can also compare an unpleasant one to a pleasant or less unpleasant. Other metaphorical euphemisms include 'globes', 'brown eyes' and 'melons' [breasts] (Rawson, 1981:38), and 'riding' [sex], which is common to many languages, including English, Greek and Middle Dutch (cf. Allen and Burridge, *ibid.*).

2.2.2 Hyperbole (overstatement)

Hyperbole uses exaggerated statement(s) made for effect or emphasis and not intended to be taken literally. Hyperbole is also called overstatement. It is used to illustrate things using the statement which is exaggerated. Allan & Burridge (1991) exemplify *flight to glory* which the meaning is “death”.

2.2.3 Litotes (understatement)

Litotes is created or used by replacing a word with the negative form of its opposite to express the contrary. The term litotes is also used as a synonym for “understatement”. It is employed for rhetorical effect. It is used to mention things indirectly by mentioning the negation of the pointed thing. Thus, we may say the word *unclean* instead of “dirty”, *not bad* for “fair”, *untruthful* for “lying”,

unwise for “foolish”. In addition, there is other kind of euphemistic understatement like *sleep* for “die”.

2.2.4 Abbreviation

Abbreviation is such kind of shortening words but do not form proper words, so they are pronounced as string of letters (Allan & Burrige, 1991: 235). The words which may create dismay if used in public are acceptable when shortened to their initial letters. For examples, *S.O.B* for “son of a bitch” or *pee* for “piss”, also *f---* instead of printing “fuck”. So, this type can be mask the offensive impression, and included euphemism. By using abbreviation, the whole purpose can be achieved without necessary knowing its process, since, mentioning the popular is preferable instead of mentioning a string of letters (Aini, 2008: 13).

2.2.5 Omission

According to Allan & Burrige (1991), omissions take this kind of euphemism. This involves leaving out the letters of taboo words after the initial. For instance *I need to go*, from which is omitted to the *lavatory*. There is also another example for typing, such as *f---* for *having sex*, or *s---* instead of *shit*(Allan & Burrige, 1991).

2.2.6 Clipping

Allan & Burridge (1991) exemplify clipping with the words *nation*(damnation), *bra* (brassiere), *jeeze*(Jesus Christ). Thus, it can be concluded that clipping is the deletion of some part of a longer word to give a shorter word with the same meaning. The word *damnation* will sound more refined when it is uttered by reducing the fore part *nation*.

2.2.7 Circumlocution

Allan & Burridge (1991) call using longer expressions *circumlocution*. Euphemism which have more letters and syllables are deployed in place of a single one. For instance, *Middle Eastern dancing* sounds better than *belly dance*. *A little girl's room* means a *toilet*. *Postconsumer secondary material* is used instead of *garbage*. *Excrementitiously human kidney* means *urine*; or *solid human waste* is a euphemism of *feces*. Thus, it can be concluded that circumlocution is an excessive words to mention certain word.

2.2.8 Remodeling

The sound of words can be altered to conceal something that is offensive (Allan & Burridge, 1991). Euphemism can be created when the speakers intentionally distort the pronunciation of words. For instance, the pronounce *shoot* is used to refer “shit”, *basket* to refer “bastard”. It usually ends up one-for-one substitution. It means, semantically there is no relation between the words which

are substituted and the words which are pointed. The two examples of remodeling above are the words which are categorized into phonological distortion. Another form of remodeling is using blending. Allan & Burridge (1991) exemplify *bagritto* refer “bugger it”.

2.2.9 Reduplication

Reduplication is a repetition of a syllable or letter of a word. It is used as euphemism. It is particularly present in children’s bathroom vocabulary such as *jeepers creeper* (Jesus Christ), *pee-pee* (piss), *twindle-diddles* (testicles), tuzzy muzzy (vagina), and *rantum-scantum* (copulate).

2.2.10 Synecdoche (General-for-specific and part-for-whole euphemism)

The general-for-specific strategy is a one-to-one substitution, such as the use of *go to bed* instead of *having sex* invokes the-usual- location where-a-specific-event-takes-place. The part-for-whole euphemism is the reference to specific ideas, it is demonstrated in *spend a penny* for ‘go to the lavatory’ (from the days when women’s loos cost a penny to access); and *I’ve got a cough* may occasionally ignore the stuffed up nose, post-nasal drip, and running eyes.

2.2.11 Acronym

An acronym is an abbreviation of several words in such a way that the abbreviation forms a pronounceable word. According to Allan & Burrige (1991), acronym can also be categorized into euphemism. For instance: *snafu* for “situation normal, all fucked up”, *commfu* for “complete monumental military fuck up”.

2.2.12 Metonymy

A metonymy refers the way of mentioning partial part of the whole, such as the inventor of the owner since the meaning is closely related. For instance, He reads *Allan & Burrige*. *Allan & Burrige* refers to the author of some books and the meaning is actually he reads Allan & Burrige’s book.

2.2.13 Idiom

The idiom is an expression functioning as a single unit which meaning cannot be worked out from its separate part. Idioms are euphemistic when they deal with unpleasant things. Some examples of idioms are: *key role* for main role, *euthanasia* for mercy killing, and *genocide* for ethnic cleansing. Not all of idioms are used as euphemize for things we feel uncomfortable speaking of directly (Chaika, 1982:200).

2.3 Style of Euphemism

Taylor-Meyer (in Mazidah, 2007:32) identified style of euphemism into five styles. They are consultative, formal, casual, intimate, and frozen styles. They further state that there are no fixed boundaries between each on the different style.

The first, frozen style indicates a level of language considered very, very formal. As has been stated by Labor (in Wardhaugh, 1986: 18) as the principle of attention, styles of speech can be ordered along a single dimension measured by the amount of attention speakers are giving to their speech, so that the more aware they are saying, the more formal the style will be. For instance, it shows that the imperial judiciary thinks that, in addition to abortion, affirmative action and religion, war should be within its grasp. Thus, the frozen language is commonly used in the constitution. Another example is where the speaker is inferior to hear-or-named, he will use unreciprocated differential from such as your/her Majesty, your/his Highness, your Lordship, Mr. President, Madan, Chairman and all of which are frozen or formal style. These titles do not include names, but identify roles or social positions.

The second is the formal style that is an expression functioning as a single unit and which meaning cannot be worked out from its separate parts. For instance, many idioms are in the formal style. Those idioms are: laying off workers, or ethnic cleansing.

The third type refers to consultative style which indicates a level of language in formal situation. It is two-way participation. For instance, the expression: categorical inaccuracy and *kesalahantehnis* for mistakes.

The fourth type refers to intimate, means non-public. Intonation more important than wording or grammar, it is private vocabulary, for example: in naming Hillary Clinton is the first female president nominee.

The fifth type is casual style indicating a level of language in an informal situation, means in group-friends and acquaintance; no background information provided. For instance, A: Let me show you the way. B: No, it is quite all right. I'll find my way all right, thanks. Therefore, styles with communicative competence; it involves knowing not only the language code but also what to say whom and how to say it appropriately in any given situation.

2.4 Interrelation between Euphemism and Other Figure of Speech

Many euphemisms are figurative language. Euphemism intersects and interrelates with the other figure of speech. There are some characteristics for judging the intersection between euphemism and other figure of speech. First, euphemism is used to soften or mask upsetting truth. Second, euphemism often covers up unpleasant things. Then, euphemism is not restricted to the lexicon. There are grammatical ways of tuning something down without actually changing the content of the message (Bolnger and Sears, 1981: 149).

Metaphor refers to a word or an expression that uses comparison, association and relationship, and therefore, metaphor deals with both unpleasant thing such as “*buayadarat*” or “*matakeranjang*” and pleasant thing such as “*arjuna*”. Both metaphor and euphemism interact with each other. Consequently, the metaphors covering up something unpleasant are called euphemism. Furthermore, Troykaas quoted by Aini (2008: 25) states that a metaphor is a comparison between dissimilar things without using *like* and *as*, for example: *he is a lion in the flight*. Lion is compared with the warrior and the bravery and violence. The term metaphor is defined, as a linguistic expression that signifies a concept beyond its literal meaning.

Moreover, metaphor are largely in the scope of connotation than euphemism, and metaphor deals with both unpleasant and pleasant things, while euphemism deals merely with the unpleasant things. Yet, both are closely related with the connotative meanings. Both euphemism and metaphor interact and interest each other.

The use of metaphor is a common communicative strategy for depersonalizing what is said and allowing more indirectness (Saville-Troike, 1982: 36). In addition, aside from metaphor, there are some other figures of speech that are necessary concerned. The form of hyperbole commonly used in political euphemism.

For instance: “*Demokratbaru, paradigm baru, dan platform baru, jikasayajadipresiden, negarainitidakakanadahutanglagi*” are determined as a kind of euphemistic hyperbole. Besides, hyperbole is also usually used in political campaign and advertisement (May & Nisbet in Prayogi, 2008: 30). This kind of exaggeration can be regarded as one of categories of political euphemism.

Political euphemism can be achieved by two reasons. First, positive words are euphemizes, and second, associative engineering as a deceptive promise is designed to conceal the harsh fact, fog up communication and magnify the positive aspect of the promise (Marguche in Azkiyah, 2008:35).

On the other hand, the figure litotes often called understatement is frequently a kind of euphemism when it is used to weaken meaning. For instance, “take under advisement” for a pompous term for consider. It is considered as a political euphemism for some reasons. First, it is used in the context of politics of the government of the state. Second, it is a kind of deception for gaining the positive attitude from the public opinion. And the third, it is used to cover up or conceal the harsh fact.

2.5 Euphemism Used in Political Speech

Euphemism is the way people used to convey their unpleasant remarks to the more pleasant remarks which usually listened by many people. Euphemism used in many situations, for instance, it is used in political situation. Almost all politicians use euphemism in extending their political speeches to the audiences which are allies, press, and the citizens of their nations. A politician have to have

well capability in using language, he has to make the language used to be good language and as can as possible no one going to have hurt feeling listened the speech, the language should be as smooth as possible but it should be keep the message of the speeches.

(Gladney, 2011: 06) said that euphemism is very prominent instrument in political world, because the language used by a politician will be less quality without any euphemism in it. That statement supported by another statement by Orwell in Mestherie (2010: 612), he said that political language has largely consist of euphemism.

Karam (2011) said that politic is mostly pessimistic language by nature, consequently, euphemisms are crucial in concealing the rightful intention to negate importance, preventing people from understanding their true purpose. Therefore, euphemisms are effective because they “replace the trigger (the offending word form) by another word form that expresses the same or similar idea but that is not itself associated with a conditioned response”.

2.6 Speech

Speech is the way to communicate through ideas, language, voice, bodily expression, and the most prominent aspect is the speaker’s personality. Speech informs one or more other people or influence their attitudes and behavior in harmony with the speaker’s purpose (Craig & Franklin, 1957: 9). In addition, speech differs from some other types of communication in that is an outgoing type

of behavior and operates with listeners in a time sequence and an immediate social situation.

According to Oxford advance learner's dictionary (2011: 1292), the term speech is defined as the way of speaking, act of speaking, of formal talk given to audience. From the definition taken above, speech must carry messages or ideas which must be delivered to the audiences perfectly.

Besides, speech has a power to change the speaker himself and other people. For instance, when someone has a brilliant idea about reprocessing the garbage, while he does not speak anything about that, he will not find any solution to make it real because there is no other person knows that ideas. This is the simple analogy of the importance of speech. This assumption possibly leads us to an understanding that speech is the manifestation of language, which takes a very significant role in everyday life.

By referring to the objective of the speakers, Rakhmat (2006: 89-125) classified speech into:

1. Informative speech

It is oriented to deliver or share information to enable the listener to know, understand, and receive what is informed. Ehninger, Monroe, and Bronbeck figured out types of informative speech; oral report (annual report, project report, governmental report), oral instruction (speech containing instruction from teacher to student, leader to official, director to secretary), and informative lecture (lecture, preach, paper presentation).

2. Persuasive speech

It is oriented to convince, control, or attract listener's attention. Two examples of persuasive speech are campaign speech and preach. Joseph A. (1938: 205) stated that the vast majority of speeches are designed to persuade the listener. The speeches of politician, advertiser, and religious leaders are perhaps the clearest examples of persuasive speeches. Moreover, persuasive speeches aims to influence the audiences attitude toward something can be described as favorable, undecided or unfavorable (Bryant & Wallace, 1947: 371). In addition, Paul and friends (1965: 265) said that the speech to persuade is often based on the speech to inform, it is usually necessary to give information as well as argument and to use persuasive devices. It means that when the speaker's purpose is to influence the doing, thinking, or feeling of the audiences, he must speak more than just give information to the audiences. Aristotle (1984: 06) also stated that persuasive speech must present the right impression of the speaker's character, work on the audience's emotions, and prove the truth of the statements have made.

3. Re-creating speech

It is not oriented to inform something or influence listeners but attract, Enliven, and give an interlude. Discussing speech also means the categorization of message, since speech becomes a part of delivering message; deductive (the turn of the main idea to fact of supporting idea), chronological (based on time sequence), logical (based on the order of cause to effect or from effect to cause), spatial (based on the order to place), and topical (the order of specific topic).

2.7 Text, Co-text and Context

2.7.1 Text

The term of text can be found in the written and spoken language. A text is a sequence of connected sentences or utterances (the form) by which a sender communicates a message to receiver (the function). Moreover, Edmonson (1981: 04) defines that text is a structure sequence of linguistic expression forming a unitary whole. In the linguistic theory, what is mean by the text is not more than groups of letters, which form words and sentences, revealed by using signs conventional system, which the society unanimously accept it, so, a text can express the intended meaning while it is communicated.

In the linguistic theory, text is not more than groups of letters, words and sentences which use conventional sign system which can reveal its intended message (Sobur in Prayogi, 2008: 40). In addition, sentences are always hung together and interconnected in a text. It means that sentences display some kind of mutual dependency, they do not occur in random. Besides, a text must be coherent as well as cohesive that the concept and relationship expressed should be relevant to each other-thus enabling us to make plausible inference about the underlying meaning, since the meaning of the text is conveyed not by single sentences but by more complex exchange in which participants believes and expectation, the knowledge they share about each other and about the word and situation in which they interact, play a crucial part.

A text consists of structured sequence of linguistic expression or constitutive rules. It means that a text should provide a list of constitutive rules by which a text is brought into being and is read as a text. A text should consider the cohesion (how do clauses hold together), coherence (how do the prepositions hold together), intentionality (why did the speaker/writer produce this), acceptability (how does it tell us), relevance (what is text for and), and intertextuality (what other texts do this one resemble), so, a text is structured sequence of linguistic expression forming a unitary whole (Edmonson in Munfaati, 2008:42).

2.7.2 Co-text

Halliday (in Brown & Yule, 1982: 46) states that co-text means the words occur in discourse are constrained by what. It is, however, the case that any sentence other than the first in a fragment of discourse will have the whole of its interpretation forcibly constrained by the preceding text.

In understanding euphemism, the co-text plays an important role. Allan & Burridge (1991: 237) state that utterance link up with their co-text by including devices to mark topic continuity, like pronouns and anaphoric expression.

For the moment that main point we are concerned to make is to stress the power of co-text in constraining interpretation. Since the nature of the text and context are inseparable, text of language operative in a context of situation, and context are ultimately constructed by range of texts produced within a community while the text are characterized by the unity of their structure and the unity of their texture.

As a result, co-text is an appropriate device in interpreting euphemism. Allan & Burridge (1994: 04) state that the understanding a text, more specifically euphemism, the clause around the euphemism is needed to understand euphemism properly.

2.7.3 Context

Every person should consider that the meaning of a word is simply projected into the token that carries it or we can say that the meaning is not made by language alone. In speech, it is accompanied by gesture, postural, phonemic, situational, and paralinguistic information. It is important to note that the concept which gives word its meaning is only joined to the word in mind of the person who understands it. The spoken or written word is in itself, just a symbol that must have a concept attached to it by the person who hears or reads the words. So, it means, which a word has; totally subject dependent, both from the stand point of the people who speak or write a word, and from that person who hears or reads it.

The meaning of a text depends very much on the context and discourse, which carries it, since all of them are bound tight together. Cook as quoted by Munfaati (2008: 39) says that the text is all of the linguistic form, not only the printed words, but also all of the communicative expression, such as speech,

music, picture, etc. while context includes all of the situation where the language is used or produced. In addition, discourse consists of text and context all together.

Furthermore, Cook asserts that the concern of discourse analysis is describing text and context all together in the process of communication.

There are four kinds of context in communication or in the language use. First, physical context which refers to the place where the conversations happen, the object presented in communication and the action of language users in communication. Second, epistemic context is the background of knowledge shared by both speaker and hearer. Third, refers to linguistic context which consists of utterance previous to the utterance under consideration in communication. The fourth kind of context is social context, which means the social relationship and the setting of the speaker and the hearer (Sobur in Prayogi, 2008: 38).

Brown and Yule (1983:37) said that the context of situation is best use a suitable schematic contract to apply to language events. In addition, language is only meaningful in its context of situation (Firth in Aini, 2008: 31), he asserts the descriptive process must begin with the collection of a set of contextually defined as the (mentally represented) structure of those properties of the social situation that are relevant for the production or comprehension of discourse. It consists of such categories as the overall definition of the situation, setting, ongoing action

(including discourse and discourse genres), participant in various communicative, social or institutional roles as well as their mental representation, goals, knowledge, opinion, Van Dijk in Aini, 2008: 31).

As the result, the explanation about certain literature above are very prominent and useful in analyze the subject of the study. Literature chosen are about types, styles, and functions of euphemisms dealing with the question given in the previous chapter, so the researcher classified the data and investigated it easily and answered the question of the study. While other literatures about speech and the language used in speech, advantages and disadvantages of euphemism, interrelation between euphemism and other figure of language, text, co-text, and context are used in deeper analysis the data of the study.

2.8 Previous Studies

The previous studies have a big role in a study, because it shows where the position of the researcher is, so previous studies must be related to the topic. These following explanations are the previous studies which related to the topic of this study. The first research was Aini (2008) who wrote “An Analysis of Euphemism Used in Political Context in Indonesia This Morning News on Metro TV”. In her study, Aini not only found the types, styles, and functions of euphemism, but also described and analyzed the appearance of euphemism which used by politician or news reporters especially in Indonesia This Morning news. The second previous writer is Prayogi (2008) who wrote euphemism with the title

“Euphemism Used in World View Section of Newsweek Magazine”. He focused on military euphemisms in analyzing the euphemism, especially in Iraq war.

The third was Azkiyah (2008) with the title “A Study of Euphemism Found in Political Articles in The National Section of Jakarta Post”. In her study, she was not only found the types, styles, and functions of euphemism used in Jakarta post, but she also described the frequency of euphemistic expression used by domestic politician in political articles in the national section of the Jakarta Post is derived from politeness aspect.

All of those previous studies have their own difference and position of study. While unlike the previous studies above, this study is aimed at finding out the types and the functions of euphemism, the main difference of this study is the researcher not analyzed euphemism used in Journalistic term or written context, but the researcher described and analyzed euphemism used in speech as his project especially in political speech by President Joko Widodo who reasonable to be studied. Then, the researcher investigates the functions of euphemism produced in Jokowi’s political speech at the 60th Asian-African Conference Commemoration (AACC) 2015.

CHAPTER III

FINDINGS AND DISCUSSION

This chapter presents findings and discussions of the study concerning the type of euphemism and style of euphemism used by President Jokowi in his political speech at the 60th Asian-African Conference Commemoration (AACC) 2015

3.1 Findings and Discussion

In response to the problems of the study which related to the types and styles of euphemism used in Jokowi's political speech, the researcher found some data in the speech based on Allan and Burridge theory (1991). Below is the results and further discussions.

3.1.1 The Types and Styles of Euphemism Used by President Jokowi in His Political Speech at the 60th Asian-African Conference Commemoration (AACC) 2015

Based on Allan and Burridge theory of euphemism (1991), there were various types of euphemism used by President Jokowi in his political speech at the 60th AACC 2015 which include Hyperbole, Litotes, Circumlocution, Synecdoche, Idiom, Abbreviation and Acronym. President Jokowi used euphemisms in his political speech in front of public as an alternative to a dispreferred or offensive expression. The aim is to avoid possible loss of face either one's own face, through giving offense, that of the audiences, or of some

third party. This is in line with the theory of euphemism proposed by Allan and Burridge (1991).

According to Allan and Burridge theory of euphemism (1991), there were six types of euphemism have been found in this research. They are hyperbole, litotes, circumlocution, synecdoche, abbreviation, and idiom. The script of President Jokowi's political speech indicates that the types of euphemism which mostly appear are synecdoche and hyperbole. Hyperbole is dominant because it usually used to exaggerate or emphasize a statement or something important within a speech. In the analysis above, there are three hyperboles found, they are: *helpless in the face of poverty, suffocating, and the largest Muslim population on the face of the earth*. Besides, synecdoche also mostly appears because the speaker sometimes prefer to say something in general or specific terms in order to avoid making the hearers or audiences feel unpleasant with certain words.

In euphemisms which were used by president Jokowi, it was not found omission, reduplication, clipping, remodeling, acronym, metaphor, and metonymy. It may be because the euphemisms used by president Jokowi here were in formal speech or formal situation. While those kind of euphemisms based on theory proposed by Allan and Burridge (1991) are usually used in informal language. In addition, acronym and omission are commonly used in written language.

Although there were five styles of euphemism explained in the second chapter, all of euphemism used by Jokowi is formal style of euphemism. That was because president Jokowi used euphemism in the formal speech or formal context.

In brief, the researcher found six types of euphemism in the political speech which dominated by synecdoche and hyperbole, and one style of euphemism which is formal style. Below is the findings and further explanations.

3.1.1.1 Hyperbole

The exaggeration to illustrate thing by using the statement was also found in Jokowi's political speech. It was used to point thing which was exaggerated. The three following statements were the proof of the hyperbole type of euphemism which were found in the speech.

Datum (1)

Global injustice and imbalance remain stark. As rich nations, which comprise only 20 percent of the world's population, consume 70 percent of the world's resources, global injustice becomes crystal clear. As a few hundred super-rich in the north enjoy ever more comfort and luxury, while 1.2 billion in the south are helpless in the face of poverty with incomes of less than US\$2 a day, global injustice becomes increasingly evident.

The context of the utterances above was that the president Jokowi conveyed that global injustice and imbalance remain severe and seem obvious. From the statement, it can be seen that president Jokowi gave the real example of global injustice and imbalance by mentioning "As a few hundred super-rich in the north enjoy ever more comfort and luxury, while 1.2 billion in the south are helpless in the face of poverty with incomes of less than US\$2 a day". The statement *As a few hundred super-rich in the north* means "the prosperous countries especially in Europe which enjoy the comfort and luxury", whereas the

statement *the south are helpless in the face of poverty* means “the poor countries especially in Asia and Africa which is on misery”.

Jokowi used the utterances *As a few hundred super-rich in the north and the south are helpless in the face of poverty* which refer to hyperbole to emphasize the real condition in the world that show the global injustice and imbalance. He seemed to criticize the rich countries in Europe which are very different with the other poor countries in the world.

Datum (2)

*To me, global injustice feels even **more suffocating** when the Bandung spirit, which demands freedom for all nations in Asia and Africa, has promised justice for six decades.*

The context of the statement above was that the president Jokowi showed his feeling and his apology towards the people of Palestine who are suffering, living in fear and injustice because of the global injustice which feels more suffocating. Jokowi used hyperbole in the words *more suffocating* which refer to “suffering, dying, or in very bad condition”. It is called hyperbole because the speaker used exaggerated statement made for emphasis and not intended to be taken literally like “having asthmatic”.

Jokowi used the utterance *more suffocating* to emphasize that the global injustice happened in the world was terrible especially for people of Palestine who are living in fear and misery. In other side, the Bandung spirit which demands freedom for all nations in Asia and Africa, has promised justice for six decades.

Datum (3)

*Today, the world needs a collective global leadership run in a fair and accountable manner. As a rising economic power, Indonesia, the country with **the largest Muslim population on the face of the earth**, and the world's third-largest democracy, is ready to play its global role as a positive force for peace and welfare. Indonesia is ready to work together with all parties to realize this noble goal.*

The context of the utterances above was that president Jokowi conveyed that the world needs a collective global leadership run in a fair and accountable manner. From the statement, it can be seen that president Jokowi proposed Indonesia as the global leadership by conveying *the largest Muslim population on the face of the earth* which meant "Indonesia as the largest Muslim population all over the world". He used the hyperbole to emphasize that fact and he seemed sure and convinced the audiences that Indonesia as a rising economic power, the world's third-largest democracy and the greatest Muslim population in the world is able to handle the problems of peace and welfare in the world.

The style of euphemism here was categorized into formal style. These euphemisms were called formal because *As a few hundred super-rich in the north, the south are helpless in the face of poverty, more suffocating, and the largest Muslim population on the face of the earth* were used to denote the language in formal domain. In this case, those phrase were used to explain the condition of the world related to the global injustice and imbalance. In addition, those phrase were in single units which could not be separated in their parts to denote the meaning.

3.1.1.2 Litotes

The use of replacing a word with the negative expression of its opposite was meant to mention thing indirectly. In this president Jokowi's speech was found that there was only one expression using this type of euphemism.

Datum (4)

*The world we inherit today is still rife with **injustice**, inequality and global violence. The shared goals for the birth of a new world civilization, a new world order based on justice, equality and prosperity, are still far from realization.*

The context of the utterances above was that president Jokowi stated that the new world order based on justice, equality and prosperity are still far from realization. From the statement above, Jokowi used litotes (understatement) which is used by replacing a word with the negative form to express contrary to express euphemism. That kind of type evidently appears in the word *injustice*. By using this litotes, Jokowi mentioned the opposite of the word *justice* instead of "ruthlessness" which is apparently more polite and mild. So, he did not state directly that the world they inherit today was still rife with ruthlessness.

Based on the style of euphemism, the word *injustice* could be classified as a formal style because it indicates a level of language in a formal situation. It can be seen that it was a formal style by the completed sentence used in "The world we inherit today is still rife with injustice, inequality and global violence".

3.1.1.3 Circumlocution

Euphemism in president Jokowi's political speech was also found using circumlocution type. It used longer expression to refer certain meaning. In this speech was found that there were three expressions using this type of euphemism.

Datum (5)

*Recent acts of war and violence without a UN mandate render pointless the existence of **a body encompassing all nations**. Therefore, the nations of Asia and Africa urge reform of the UN so it can function to the fullest, as a world body that prioritizes justice for all of us, for all nations.*

The context of the statement above was that the president Jokowi criticized the existence of UN which is rendered helpless against a group of rich nations having power that leads to misery global imbalance. In addition, the acts and violence which happened without a UN mandate leads to the UN becomes helpless. From the utterances above, Jokowi used circumlocution type of euphemism. That type can be seen in the phrase *a body encompassing all nations*, the speaker saying many words which refers to the phrase that may say in a few words. The phrase "a body encompassing all nations" is actually can be said into "United Nations", the organization which the speaker intended to mention. Jokowi might avoid saying "United Nations" directly in order to saving face.

Datum (6)

*We cannot turn away from the suffering of the people of Palestine. We must keep struggling alongside them. We must support **the birth of an independent Palestine**. Global injustice is also clear when a group of nations are reluctant in acknowledging the world's changed realities.*

The context of the utterances above was that president Jokowi ordered or requested to stay supporting and struggling for the freedom of the people of Palestine who is still suffering. From the script above, president Jokowi used circumlocution type of euphemism. That type can be seen in the phrase *the birth of an independent Palestine*, the speaker saying many words which refers to the phrase that may say in a few words. The phrase *the birth of an independent Palestine* is actually can be said into “Palestine’s freedom”, the condition which the president Jokowi intended to achieve. He did not mention directly, but using longer expression. It seems that saying the phrase directly would be too vivid. Another statement below could also be the proof of using circumlocution type of euphemism.

Datum (7)

Today and tomorrow, the world waits for our measures in bringing the nations of Asia and Africa to stand on par with the other nations of the world.

The context of the utterances above was president Jokowi believed that the nations of Asia and Africa will be the same level as other nations of the world. Jokowi implicitly promised that the nations of Asia and Africa will answer problems that people face and cope with the global injustice and imbalance. From the statement above, president Jokowi used circumlocution type of euphemism appeared in the phrase *to stand on par with the other nations of the world*, the speaker saying many words which refers to the phrase that may say in a few

words. The phrase *to stand on par with the other nations of the world* is actually can be said into “same level with others”. It seems that the expression was made longer to soften the meaning of “same level with others”.

Related to the style of euphemism, the circumlocution euphemisms found above were categorized into formal style because those expressions were used to mention the formal terms in formal situation. Those phrase could not be separated from their parts. For instance: *a body encompassing all nations, the birth of an independent Palestine*, and *to stand on par with the other nations of the world* were single units as stated by Wardhaugh, the formal style is an expression functioning as a single unit and which meaning cannot be worked out from its separate parts.

3.1.1.4 Synecdoche (General for specific and specific for general)

President Jokowi used four synecdoche, specific for general in mentioning the *Bandung spirit* and *in our hand* and general for specific in mentioning the *Islamic State movement* and *Islamic World*. The data explanation can be seen below.

Datum (8)

*Sixty years ago we called for Asian-African solidarity to fight for freedom, to bring about welfare and to ensure justice for our people. This was the fervor of the 1955 Asian-African Conference, the essence of the **Bandung spirit**.*

The context of the statement above was that the president Jokowi convinced the audiences that the primary reasons and goals of 1955 Asian-African Conference is to fight for freedom, to bring about welfare and to ensure justice for our people. Jokowi used synecdoche type of euphemism, specific for general in mentioning the *Bandung spirit*, the phrase contains part-for-whole euphemism which is the reference to specific ideas. The phrase *Bandung spirit* there actually refers to the result of the 1955 Asian-African Conference which held in Bandung. Instead of using this synecdoche to cover up taboo word, he used it to create the impression of a good relationship between the speaker and the hearers. Jokowi stated that the essence of the Bandung spirit was great and important.

Datum (9)

*Through this forum I wish to convey my conviction that the world's future lies around the equator, **in our hands**, the Asian and African nations on these two continents.*

The context of the statement above was that the president Jokowi convinced that the world's future will depend on Asia-African countries. Besides, Jokowi stated that Asian and African nations were also responsible for the future world's stability and security. President Jokowi used synecdoche type of euphemism, specific for general in mentioning *in our hands*. The phrase "*in our hands*" in that context means *the responsible of*. Jokowi did not mention *the responsible of* directly. He used *in our hands* instead to make the expression seem softer and impressive.

Datum(10)

*We must work together to overcome threats of violence, quarrels and radicalism, including the **Islamic State movement**. We must protect the rights of our people.*

The context of the statement above was that the president Jokowi ordered or requested to work together to handle threats of violence, quarrels and radicalism, including the Islamic State movement. In addition, Jokowi also asked the audiences to support and protect the human rights. From the script above, it can be seen that president Jokowi used synecdoche, general for specific in mentioning the *Islamic State movement*. The phrase “*the Islamic State movement*” here is not a positive movement from Islam but a movement from Islamic organization which is negative for most of people in the world. We usually call it ISIS organization. Jokowi did not mention ISIS directly because it will be offensive for certain group or third party. So, Jokowi used the general term *the Islamic State movement* which refers to ISIS organization.

Datum (11)

*As such, Indonesia has initiated informal meetings among member countries of the Organization of Islamic Cooperation to seek resolutions to the diverse conflicts presently rife in the **Islamic world**.*

The context of the statement above was that the president Jokowi ordered or requested to resolve disputes peacefully and seek resolutions to the diverse conflicts especially presently rife in the Islamic world. From the script above,

president Jokowi used synecdoche, general for specific in mentioning the *Islamic world*. The phrase “*the Islamic world*” here is not the world for Islamic nations, the phrase means the Islamic nations which have conflict whether with the same Islamic nations or not. Jokowi used the general term to avoid mentioning certain Islamic nations discussed in the forum.

Related to the style of euphemism, the synecdoche euphemisms found above were categorized into formal style because those expressions were used to mention the formal terms in formal situation. Those phrase could not be separated from their parts. For instance: *Bandung spirit, in our hands, Islamic State movement and Islamic world*.

3.1.1.5 Abbreviation

The words which may create dismay if used in public are acceptable when shortened to their initial letters. President Jokowi also used one abbreviation to express euphemism in mentioning *UN* in the context below.

Datum (12)

When a group of rich nations feel they can change the world by using their power alone, global imbalance brings more misery, as the UN is rendered helpless.

The context of the statement above was that the president Jokowi ordered or requested the nations of Asia and Africa to insist the reform of UN in order to function as it is. From the script above, it can be seen that Jokowi used abbreviation to express euphemism. The word *UN* is the initial of the United

Nations, an international organization that was established in 1945 to keep world peace. Jokowi did not convey “United Nation is rendered helpless”. He used the abbreviation UN to make his statement soften and indirect. Related to the style of euphemism, the abbreviation euphemism found above was categorized into formal style because that expression was used to mention the formal term in formal situation.

3.1.1.6 Idiom

An idiom can be used to express euphemistic expression. In this case, president Jokowi used one idiom in the utterance below to express euphemism.

Datum (13)

*Global injustice and imbalance remain stark. As rich nations, which comprise only 20 percent of the world’s population, consume 70 percent of the world’s resources, global injustice becomes **crystal clear**.*

The context of the statement above was that the president Jokowi wanted to emphasize the global injustice and imbalance in the world which becomes increasingly evident. From the script above, president Jokowi used idiom *crystal clear* as a single unit which cannot be worked out from its separate part. The phrase *crystal clear* in that context means “very obviously apparent”. Jokowi used the idiom to show that global injustice was really happening in the world.

Related to the style of euphemism, the idiom euphemism found above was categorized into formal style because that expression was used to mention the formal term in formal situation,

CHAPTER IV

CONCLUSION AND SUGGESTIONS

On this chapter, the researcher provides the final conclusion and gives suggestions related to the study. The final conclusion is the findings of the investigations toward the data chosen which formulated based on problems of the study. It presents the types and styles of euphemism used in the political speech of President Jokowi at the 60th Asian-African Conference Commemoration (AACC) 2015. Then, the suggestions are made for the readers and further researchers who are interested in the next investigation of euphemism topic.

4.1 Conclusion

The political speech of President Jokowi at the 60th Asian-African Conference Commemoration (AACC) 2015 can be classified into the types and styles of euphemism (Allan and Burridge, 1991). The researcher found six from thirteen types and one from five styles of euphemism in the previous chapter.

The six types which have been found are: hyperbole, litotes, circumlocution, synecdoche, abbreviation, and idiom, which is dominated by synecdoche and hyperbole. While the style of euphemism has been found is only formal style.

From the study has been discussed in the previous chapters, the researcher can conclude that in the political speech, euphemism is very important and often used by the speakers in the political world. Moreover, the use of euphemism has its advantages. Euphemism is used to create the harmonious interaction between the speaker and the listener or the writer and the reader. Besides, euphemism is used to repackaging remarks sounds better. So, euphemism is an appropriate choice used in application of the politeness in giving speech specifically political speech which usually has many conflict in it.

In conclusion, in communicating with other people and maintaining a good harmony, people usually use euphemistic expression when they think it is a word or phrase which is most delicate and precise to be disclosed to people or offend them, so there would not be any conflict created. Euphemism is essentially determined by the choice of words or expressions given in the particular context.

4.2 Suggestions

After doing this research, the researcher does not claim that it has discovered all of the euphemism used in the political speech of President Jokowi at the 60th Asian-African Conference Commemoration (AACC) 2015. This study is still far away from complete and perfect conclusion about euphemism because it was only one political speech of Jokowi investigated.

Therefore, the researcher suggests the further research to be more various speeches from different speakers from different states to find better and interesting result which may different from this research result.

In addition, the researcher also suggests to the next researcher to select other more interesting subject such as studying political debate, since it consists of many euphemism words produced by the debaters who have to control every single words produced in order to sound smoother or mild, or to select other theory of euphemism to enrich the existing data.



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APPENDIX

APPENDIX

Source:

Transcript of political speech of President Jokowi at the 60th Asian-African Conference Commemoration (AACC)

22 April, 2015 at the JCC, Senayan, Jakarta.

This is the Transcript of political speech of President Jokowi at the 60th Asian-African Conference Commemoration (AACC) 2015:

Sixty years ago, Indonesia's founding father, then president Sukarno, or Bung Karno, introduced the idea of awakening the awareness of Asian and African nations to acquire their right to life as free nations who reject injustice, who resist all forms of imperialism.

Sixty years ago we called for Asian-African solidarity to fight for freedom, to bring about welfare and to ensure justice for our people.

This was the fervor of the 1955 Asian-African Conference, the essence of the Bandung spirit.

Today, 60 years later, we meet again in this country, Indonesia, in a different world. Formerly occupied nations have become free and sovereign. However, our

struggle is not over.

The world we inherit today is still rife with injustice, inequality and global violence. The shared goals for the birth of a new world civilization, a new world order based on justice, equality and prosperity, are still far from realization.

Global injustice and imbalance remain stark. As rich nations, which comprise only 20 percent of the world's population, consume 70 percent of the world's resources, global injustice becomes crystal clear.

As a few hundred super-rich in the north enjoy ever more comfort and luxury, while 1.2 billion in the south are helpless in the face of poverty with incomes of less than US\$2 a day, global injustice becomes increasingly evident.

When a group of rich nations feel they can change the world by using their power alone, global imbalance brings more misery, as the UN is rendered helpless.

Recent acts of war and violence without a UN mandate render pointless the existence of a body encompassing all nations.

Therefore, the nations of Asia and Africa urge reform of the UN so it can function to the fullest, as a world body that prioritizes justice for all of us, for all nations.

To me, global injustice feels even more suffocating when the Bandung spirit,

which demands freedom for all nations in Asia and Africa, has promised justice for six decades.

We and the world are still in debt to the people of Palestine.

The world has helplessly witnessed the suffering of Palestine's people, who live in fear and injustice under a protracted occupation.

We cannot turn away from the suffering of the people of Palestine. We must keep struggling alongside them.

We must support the birth of an independent Palestine.

Global injustice is also clear when a group of nations are reluctant in acknowledging the world's changed realities.

The view that the world's economic problems can only be solved by the World Bank, the IMF (International Monetary Fund) and the Asian Development Bank is outdated. I am of the view that the management of the world's economy cannot be submitted only to those three international financial institutions.

We must build a new global economic order, one open to all new economic powers. We urge the reform of the global financial architecture to eradicate the domination of one group of nations over others.

Today, the world needs a collective global leadership run in a fair and accountable manner.

As a rising economic power, Indonesia, the country with the largest Muslim population on the face of the earth, and the world's third-largest democracy, is ready to play its global role as a positive force for peace and welfare.

Indonesia is ready to work together with all parties to realize this noble goal.

Today and tomorrow, we gather in Jakarta to address the challenges of global injustice and imbalance.

Today and tomorrow, our peoples wait for the answers to the problems that they face.

Today and tomorrow, the world waits for our measures in bringing the nations of Asia and Africa to stand on par with the other nations of the world.

We can do all this by remembering the Bandung Spirit, by referring to the three goals that are forefathers struggled for 60 years ago.

First, welfare. We must strengthen cooperation to eradicate poverty, improve education and health services, develop sciences and technology and widen

employment.

Second, solidarity. We must grow and progress together to increase trade and investment among us, by building economic cooperation between the regions of Asia and Africa, through mutual help in building connectivity, infrastructure connecting our ports, our airports and our roads.

Indonesia will work to become a maritime axis connecting the two continents.

Third, internal and external stability, and respect for human rights.

We must ask, what is wrong with us that so many countries of Asia and Africa are ridden with various internal and external conflicts that impede our economic development?

We must work together to overcome threats of violence, quarrels and radicalism, including the Islamic State movement. We must protect the rights of our people.

We must declare war against drug abuse, which destroys the future of our children.

We must resolve disputes peacefully, whether those within countries or those among nations.

As such, Indonesia has initiated informal meetings among member countries of the Organization of Islamic Cooperation to seek resolutions to the diverse conflicts presently rife in the Islamic world.

We must also work hard to create stability and external security, which is the prerequisite to smooth development in each country.

We must work together to ensure that our oceans and seas are secure for the traffic of global trade.

We demand that inter-nation disputes are not resolved by the use of violence.

This is the duty and challenge before us, the solutions we must find and formulate through this Asian-African Conference.

Through this forum I wish to convey my conviction that the world's future lies around the equator, in our hands, the Asian and African nations on these two continents.

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





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Thesis Title : Euphemism Used in President Jokowi's Political Speech at the
60th Asian-African Conference Commemoration (AACC) 2015

Advisor : Abdul Aziz, Ph. D

No.	Date	Description	Signature
1	26 of February 2016	Topic and title of research proposal	
2	11 of March 2016	Chapter I and II	
3	17 Of April 2016	The revision of Chapter I and II	
4	30 of May 2016	Chapter III	
5	06 of June 2016	Chapter IV	
6	16 of June 2016	All aspect from chapter I to IV	

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