AN ANALYSIS OF EUPHEMISM USED IN POLITICAL CONTEXT IN *INDONESIA THIS MORNING* NEWS ON METRO TV

THESIS

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APPROVAL SHEET

This is to certify that Qurrotul Aini's thesis entitled

An Analysis of Euphemism Used in Political Context in *Indonesia This*

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LEGITIMATION SHEET

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MOTTO

مَنْ كَانَ يُؤْمِنُ باللهِ وَالْيَوْمْ الآخِر فَلْيَقُلْ خَيْراً أَوْ لِيَصْمُتْ

[رواه البخاري ومسلم]

"Whoever believes the God and the doomsday, on the account they should

say in a good word and if they cannot, they should keep silent".

(Bukhari and Muslim)

DEDICATION

This thesis is dedicated to:

My beloved Father and Mother,
For their endless great love, care, trust and pray.
Without you, I'm nothing. May Allah bless you. Amiin

My beloved sister
Thanks for the pray, support, care and spirit

All my teachers and lecturers,
For their valuable knowledge and experiences
Thank for all you have done

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Finally, I truly realize that this thesis still needs the constructive criticism and suggestion from the readers in order to make it perfect and hopefully it can be useful for the readers, especially for the English Letters and language Department students.

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Qurrotul Aini

ABSTRACT

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One of the basic principles of euphemism is that the dispreferred expressions should be replaced by the preferred expressions to execute user's communicative intention on a given context and to avoid possible loss of face. Many euphemisms are alternative for expression of speakers or writers who would simply prefer not to use in given occasion.

Furthermore, the use of euphemism will be more interesting when it is used for the specific purposes in a certain of communication. Essentially, the existence of euphemism is used to hide the unpleasant idea, even when the term for them is not necessarily offensive. This characteristic of euphemism is interesting to be analyzed and discussed in order to get deep information or massage behind the word, phrase or sentence which contains of euphemism. It is not only important for certain group of people, but also involves all levels of society to use euphemism to avoid losing face.

This research is conducted to find out the types, styles, and functions of euphemism used in Political Context in *Indonesia This Morning* News on METRO TV. The descriptive qualitative method is the research design of this study. The data is collected from *Indonesia This Morning* News' Script on METRO TV. The data is analyzed through the process of categorizing, analyzing and drawing a tentative conclusion. The key instrument is the researcher herself; here, the researcher watches the news and uses field note to write some main points of the political news in April 2008.

As the result, the researcher finds that the main findings of this thesis is the researcher finds ten types of euphemism: acronym and abbreviation, idiom, hyperbole, metaphor, metonymy, associative engineering, jargon, cirlomcution, denial, and synecdoche. Second, the researcher finds four styles of euphemism: formal, consultative, intimate, and frozen style. Third, the researcher finds six functions of euphemism: to convince, to order, to apologize, to reject, to accuse, and to criticize.

Finally, the researcher hopes that this thesis could make contribution to the researcher herself especially, to the readers and to researchers in the case of euphemism study. It is hoped for further researchers who want to study on the same topic to analyze euphemism deeper or more specific. Such as study about metaphor as one of the type of euphemism.

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CHAPTER I

INTRODUCTION

In this chapter, background of the study, statement of the problems, objectives of the study, scope and limitation of the study, significance of the study, and the definition of the key terms are discussed.

1.1 Background of the Study

Language is a power that is used to make one's statement stronger. Someone uses language to influence people. Moreover, it can hide the fact to avoid misunderstanding between the speaker and the hearer or the writer and the reader. This is the same things with euphemism that implying the use of polite expression.

In language use, there is common way that is used by people to speak in polite expression, it is usually called euphemism. Euphemistic words and expressions allow us to talk about unpleasant things and neutralize the unpleasantness, e.g. the subject of death and dying, unemployment, and criminality (Wardhaugh, 1986:231).

The use of euphemism is one of the real examples of sociolinguistics applications. Wardhaugh (1986:231) states that euphemism is endemic in society: we are constantly renaming things and repackaging them to make the sound 'better'. With euphemism we make the meaning of word to be more polite. For example in Indonesian euphemism the word "bodoh" is euphemized as

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"kurang cerdas" and in American English euphemism, the word "stupid" is euphemized as "less thoughtful".

Friedman (2004:01) states that the use of euphemism will be more interesting when it is used for specific purpose in a certain communication. It is not only important for certain group of people, but it also involves all levels of society to use euphemism to avoid losing face. Euphemism is a word or phrase that is used in a place of a disagreeable or offensive term. When a phrase becomes a euphemism, it is literal meaning is often pushed aside. Commonly, euphemisms are as alternative choice for expressing the speakers' or writers' ideas which are simply prefers not to use in given occasion (Dianasari, 2004:02).

Referring the importance to use euphemism in communication above, in Islamic teaching also teach us to use euphemism. Qur'an as the main source of Islamic teaching clearly discusses the importance to use euphemism in communication. It is written in Surah Al-Israa' 17:53

وَقُل لِّعِبَادِى يَقُولُوا۟ ٱلَّتِى هِىَ أَحْسَنُ إِنَّ ٱلشَّيْطَـٰنَ يَنزَغُ بَيْنَهُمْ إِنَّ ٱلشَّيْطَـٰنَ كَانَ لِلْإِنسَـٰنِ عَدُوًّا مُّبِينًا ﴿٥٣﴾

"And say to My servants (that) they speak that which is best; surely the shaitan sows dissension among them; surely the shaitan is an open enemy to man".

It can be interpreted that Allah proclaims everyone to speak in polite expression and polite language to avoid disagreement that is made by devil because devil is the real enemy to man. It is related with the principle of euphemism that the dispreferred expression should be replaced by

the preferred expression to execute user's communicative intention on a given context and to avoid possible loss of face.

Considering the importance to use the polite language or the polite expression especially in Islamic teaching, the researcher is inspired to choose euphemism as the topic of her study. There are some reasons why euphemism is studied. First it is related to sociolinguistics aspects, many social taboo words are forbidden by a certain strata of society, elite politicians, and executives, especially in religion and these social taboo words should be replaced by euphemism (Mazidah, 2007:5). To sum up, euphemism is very effective in substituting words and phrases with negative connotation with milder words and phrases.

Second, it is related to psycholinguistic; since, it deals with language functions such as giving a request, apologizing, denying, demanding the intended effect to do something without giving offence; since, those functions with some euphemistic expressions are used in directly or vaguely (Mazidah 2007:6). In addition, there is psychological need in communicating the ideas with hearer or reader.

Third, in terms of academic facets, euphemism is related to the use of language in semantic discourse; since, this is related to the interpretation of the meaning of the euphemism. For example "to kill" is replaced by the euphemism of "to hunt down". Euphemism cannot be contextualized because the words really depend upon context. For example, the expression "you are bag" means (in appropriate context) "you are whore" (Chaika, 1982:149).

Forth, euphemism is the instrument of keeping the relationship in good harmony between the writer and the reader or the speaker and the listener (Allan and Burridge, 1991:7).

In addition, the reason in studying euphemism is due to the persuasive use of it in the reform era. This fact made many people believe that euphemism always brings negative effect. Euphemism deals with tactful and polite terms to replace the unpleasant and frightening reality. Through that statement, the researcher wants to convince that the positive uses of euphemism provided that the expressions are properly used in the appropriate audience.

Euphemism becomes our today's phenomena. It is also occurring in most of our media such as television. Television is one of electronic media, which serve information in audio and visual form. In Indonesia there are many TV stations for example, RCTI, SCTV, TPI, METRO TV etc, which broadcast many interesting programs such as; news, entertainment, and lifestyle programs.

In this study, the researcher chooses METRO TV as her object because METRO TV bravely uses euphemism in its news. METRO TV is one of TV station which concern on the news program and it is an Indonesian TV station which has number one rank for its news quality. Besides, METRO TV is the first TV station which broadcasts English news program in Indonesia, the name of the program is "*Indonesia This Morning*" (http/id.wikipedia.org/wiki/Metro TV).

Indonesia this morning news program is chosen because *Indonesia This Morning* is the first English news program that is broadcasted in Indonesia. This program broadcasts news about politic, law, economy, culture, and sport, at the

regional, national, and international domain (www.metrotvnews.com). *Indonesia This Morning* serves news in Standard English and tries hard for the best service to present actual news that can be accepted very well by society. Besides, the researcher is interested in analyzing it because based on her preliminary observation; *Indonesia This Morning* news program especially in political news bravely uses many types, styles, and functions of euphemism.

There are previous studies on euphemism that have been conducted. The first research was "Political Euphemism in News Media", written by Rusman (2000). Through comparative approach Rusman studied the associative meaning in Indonesia and American English Vocabulary; he focused on pragmatic, lexical perspective and discussed the uses and meanings of euphemism in terms of denial, refusal, and etcetera. The main findings of his study, include first of all, the categories of euphemisms indicate that euphemisms, which appear most frequently in News Media, are: hyperbole, denial, metaphor, acronym, borrowed term, and etcetera. The second research was done by Ermayani (2003), she writes "A Study on Euphemism used in Headlines of Kompas Newspaper". Then, Any Mazidah (2007), she wrote "A Study on Euphemism Used in Newsweek Magazine".

Although both works of Ermayani and Mazidah have the same topic of the study as that of the researcher, but their emphasis differ each other. Mazidah tried to find out the euphemism in terms of the type, style, and function; while, Ermayani differently emphasized her study on euphemism only in terms of the type and the function.

Unlike the previous studies, this study is aimed not only in finding out the type, the style and the function of euphemism but also in describing and analyzing the appearance of euphemism used by politician or news reporters in *Indonesia This Morning* news' script on METRO TV especially in political news about *Central Bank cases, Al-Amin cases, Bombing in PKS office, Jemaah Islamiyah, RMS, East Timorese, 'Fitna' movie, Ahmadiyah, workers' protest on May Day and deportation of Australian pedhophile* through the certain approach, including sociolinguistic, psycholinguistic and etcetera.

The above explanation inspires the researcher to investigate euphemism used in political context in *Indonesia This Morning* News on METRO TV. Therefore, the researcher chooses the title "An Analysis of Euphemism Used in Political Context in *Indonesia This Morning* News on METRO TV".

1.2 Statement of the Problems

The study wants to answer the following question:

1. What are the types of euphemism used in Political Context in *Indonesia This Morning* News on METRO TV?

2. What are the styles of euphemism used in Political Context in *Indonesia This Morning* News on METRO TV?

3. What are the functions of euphemism used in Political Context in *Indonesia This Morning* News on METRO TV?

1.3 Objectives of the Study

The objectives of the study are:

1. To find out the types of euphemism used in Political Context in *Indonesia This Morning* News on METRO TV.

2. To find out the styles of euphemism used in Political Context in *Indonesia This Morning* News on METRO TV.

3. To find out the functions of euphemism used in Political Context in *Indonesia This Morning* News on METRO TV.

1.4 The Scope and the Limitation of Study

To be well focused, the scope and limitation of the study need to be clarified. This study focuses on the form and the content of political euphemism in *Indonesia This Morning* news on METRO TV especially in political new. because in this program bravely uses euphemism in the script. The scripts are taken from the April 2008 edition.

The scripts of *Indonesia this morning* in April 2008 edition was chosen because there were many political issues which happened in Indonesia such as *Central Bank cases, Al-Amin cases, Bombing in PKS office, Jemaah Islamiyah, RMS, East Timorese, 'Fitna' movie, Ahmadiyah, workers' protest on May Day and deportation of Australian pedhophile.*

In addition, *Indonesia this morning* news especially in political news that broadcasted by METRO TV is bravely use euphemism. Meanwhile, in this study the limitation are the weaknesses of the analysis or the researcher in this research

are not completely true, because it just the interpretation of the researcher and it can be different from the journalist purposes.

1.5 Significance of the Study

Theoretically, the result of this study is expected to be one of the sources in sociolinguistic research. To the teachers, the result of this study is expected to be a contribution or additional material for sociolinguistic course. Besides, the result of this study is expected to give other people some interesting information about the types, styles, and functions of euphemism used in political context in *Indonesia this morning* News on METRO TV.

Practically, the result of this study is also expected to be a directive for the language users or people to speak and communicate with others in polite language or in the polite expressions. Besides, it is expected to be useful for the people to use very good language behavior when they communicate with others.

1.6 Definition of the Key Terms

To avoid ambiguity and uncertainty, the operational construct employed need to be put forward as follows:

1. Euphemism

Euphemism is the use of a pleasant mild word for something unpleasant. In this case, euphemism is the use of a pleasant mild word for something unpleasant used in *Indonesia This Morning* news' script on METRO TV to avoid

possible loss of face and in order to make the meaning of word more polite to be read by investigating the types, styles and functions.

2. Indonesia This Morning

Indonesia this morning is one of news program on METRO TV which is broadcasted every morning at 08.05-08.30 WIB.

3. News' script

News's script is the written text of news. In this case news's script is written text of news that is used in *Indonesia This Morning* News' script on METRO TV.

4. METRO TV

METRO TV is one of TV station in Indonesia which owned by PT Media televises Indonesia that went on air for the first time on November, 25, 2000 in 24 hours a day. Metro TV is one of TV station which concern with news program and it is leading TV station which provides outstanding news program.

CHAPTER II

REVIEW OF THE RELATED LITERATURE

This chapter discusses: 1) the concept of euphemism, 2) The types of euphemism, 3) The styles of euphemism,4) The functions of euphemism, 5) Advantages and disadvantages of the use of euphemism, 6) Interrelation between euphemism and other figures of speech, 7) Interpretation of euphemism in news media, 8) Context, co-text, and text, 9) Previous studies.

2.1 Euphemism

2.1.1 The Concept of Euphemism

The word euphemism comes from Geek word *euphemos*, meaning, "auspicious or good or fortunate speech" which in turn is derived from the Greek root-words *eu,* "good or well" + *pheme* "speech or speaking". The *eupheme* was originally a word or phrase used in place of a religious word or phrase that should not be spoken aloud (www.sil.org/Linguistic/Wikipedia the free encyclopedia/Euphemisms.html).

There are many concepts of euphemisms, according to Fromklin, Blair, Collins (1988:427) state that euphemism is a word or phrase that replaces a taboo word or serves to avoid frightening or unpleasant subjects. The word euphemism, however, precisely names the phenomenon, so it doesn't conceal anything. In addition, according to Wardhaugh (1986:237) states that euphemism refers to certain things are not said, not because people don't talked about, they are talked in very roundabout ways.

Again, Allan and Burridge (in Rusman, 2000:17) also state that euphemisms are words (or phrases) substituted for other words thought to be offensive to avoid the loss of face: either one's own face or, by giving offense that of the audience, or of dome third party.

The unpleasant or offensive expressions 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 face 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 time 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 and Burridge, 2005:24).

According to the theory of face, everybody has face, by face means the feeling of somebody. Face has two kinds, namely negative and positive face. Negative face deals with self-image, namely self respect and self image.

Unlike negative face, positive face deals with the image of everybody (Mazidah, 2007:14).

Euphemism in this study refers to euphemism used by politicians and news reporters who deal with political news about *Central Bank cases, Al-Amin cases, Bombing in PKS office, Jemaah Islamiyah, RMS, East Timorese, 'Fitna' movie, Ahmadiyah, workers' protest on May Day and deportation of Australian pedhophile.*

However, euphemism is also as a part of language custom, it has been on every culture. Language is perhaps most awesome when words themselves are accorded power, as in speech communities where a curse literally invokes supernatural wrath, where to be in possession of individual's name will allow the soul to escape. In this cases names are concealed, or replaced, for self-protection (Saville-Troike M, 1982:200).

To conclude, a wide range of euphemism intended to soften and hide unpleasant or disturbing ideas, even when the literal term for them is not necessarily offensive.

2.1.2 The Types of Euphemism

Euphemism in general term can be classified on the basis of its issues. Allan and Burridge (1991:14) propose thirteen types of euphemisms. The first type refers to metaphor, which indicates something different from the literal meanings. For example, *she is an old bag* means "*she is an attractive, old man*", when it is used in the right context. In this context, metaphor is not device or

poetic imagination but it is used as an ordinary language. Metaphor is persuasive in everybody life, not just in language but also in thought and action (Lackoff in Rusman, 2000:18).

The second is idiom, an expression functioning as a single unit whose meaning cannot be worked out from its separate parts. Many idioms are euphemistic when they deal with unpleasant things. Some examples of metaphorical idioms are: *downsizing* for laying off workers, *euthanasia* for mercy killing, and *genocide* for ethnic cleansing. The third type refers to cirlomcution saying in many words what may be said in a few words. For example, *mentally challenged or special for retarded, sigh deprived, visual impairment or visual disorder for blind, hearing impairment or hearing disorder for deaf.* Many although not all idioms are used as euphemism for things we feel uncomfortable speaking of directly (Chaika, 1982:200).

The forth type refers to acronym and abbreviation. Acronym is proper words created from the initial letter and abbreviation is the proper words created from the initial sound or it is pronounced in a string of letters (Plag, 2003:123). Such as SNAFU means (situation is not normal, all fouled up), a military euphemism for a possibly catastrophic event. By contrast, abbreviations do not from proper words, and so they are pronounced a string of letters. For example, SOB (Son of a Bitch), MoU (Memorandum of Understanding). By using acronym and 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 (Ichsan in Mazidah, 2007:17).

The fifth is that general-for-specific, a one-for-one substitution. There are various subclasses of general-for-specific the euphemism just mentioned is whole-for-part; go to *bed* for '*fuck*' invokes the usual location where a specific event takes place. Or such as part of whole is demonstrated in *spend a penny* for '*go to the lavatory*' (from the days when women's loose cost a penny to access); and *I've got a cough* may occasionally ignored the stuffed up nose. For example, in the form of sentence, "*I've never see his tip of nose*".

The sixth refers to hyperbole which is used to exaggerate statements to make the statement different from the literal meaning (e.g. waves as high as Everest). In addition, hyperbole (overstatement) is also found in euphemisms like flight to glory. And the seventh refers to litotes (understatement) uses in negative form to express the contrary (e.g. it *was not an easy matter meaning*, "it was very difficult"). In addition, there is another kind of euphemistic understatement like *sleep* for "die".

The eight refers to the use of learned terms or technical jargon instead of common terms and some technical jargons is either borrowed from another language or constructed one from English, such as *marriage of convenience* (marriage for getting the material), and *without let or hindrance* (without any trouble and obstacle). Allan and Burridge (1986:4) further stated that most languages seem to have some euphemisms based on borrowed words or morphs. For example, *ierarkhia, mysterio, paradeigma*. Those words are borrowed from Greek. Using words borrowed from other languages to function as euphemism is characteristic of many languages.

Frazer (in Allan and Burridge, 1986:4) further stated that borrowing is code switching, or a form of it. And so is the use of so-called 'special languages' like the 'mother in law' languages of Aboriginal Australia. Special languages are used for euphemistic purposes, and within our classification of euphemism they can be regarded as an exaggerated form of borrowing.

The ninth type refers to a denial, a statement or proposition used by someone trying to disguise the true meaning. Such as, *they are not seriously "seeing" each other*. "Seeing" has become euphemism for what was once called a love affair.

The tenth type refers to euphemistic dysphemism that shows the locution in euphemism but the illocution in dysphemism. For example, *Amin Rais said "Pak Habibie akan menjadi tuna kuasa setelah pemilu 1999"*. In addition, dysphemistic euphemism that shows dysphemistic in locution while euphemism in illocution. For example *Teten said "Pak Andi M. Ghalib masih melakukan pungli atau seorang jaksa bermata hijau"*.

Next, the eleventh refers to the metonymy, which refers the way of mentioning partial part of the whole, such as the inventor of the owner since the meaning is closely related. For example, *He reads Pramudya Ananta Toer*. Pramudya Ananta Toer refers to the author of some books and the meaning is actually he reads Pramudya Ananta Toer's book.

The twelfth refers to synecdoche. By synecdoche is meant general to specific and specific to general. General for specific, for example *some people voted democrat in general election*. "Democrat" refers to certain party

that follows in general election. And specific to general, for example "becoming *democratic country is not only in the hands of government but also people who live in that society*". "In the hands", means the responsible of.

The thirteenth type refers to associative engineering that shows the change of semantic or meaning of the words or phrases and meanings can be classified into denotative meaning and connotative meaning. According to Allan and Burridge (2005:24) denotation is the relation between language expressions and things or events in the worlds not just the world we live in, but any world and time (historical, fictional, and imagined) that may be spoken of. The connotations of word or longer expression are semantic effects (nuances or meaning) that arise from encyclopedic knowledge about the word's denotation and also from experience, beliefs, and prejudices about the context in which the word is typically used.

Leech (1974:9) explained that there are five types of associative meanings. They are 1) Connotative meanings referring to the meaning of what is referred to (for example, *pro-choice* to refer to pro-abortion), 2) Stylist meanings referring to the meaning of what is communicated in a social condition (for example, *Madame, Professor Smith* refer to the style of polite greeting), 3) Affective meanings referring to the meaning of what is reflected in the feeling and attitude such as "you are like stars in the sky" for the speaker or writer to express his feeling toward the reader or hearer, 4) Reflected meaning referring to the meaning of what is associated with the thing, such as *cauliflower* for the private parts of a women, 5) Collocative meaning referring to the meaning which associates with

other words, such as *brilliant girl, bright boy*, 5) Conceptual meaning referring to the definition of the denotative meaning, for instance: *prevaricate* meaning to lie.

One word or expression may have more than one image or meaning such *visually impaired or visual disorder* or *sight deprived* meaning *blind* and *harvesting* meaning *killing* (Parera, 1990:69). In contrast, two expressions or more may have the same image. For example, *walk, run, crawl*, and *roll*. All have in common in the fact that they contain an element of 'change of place' (Hurford and Heasley, 1989:74).

In summary, the euphemisms can be categorized into thirteen types that can be used for all kinds of euphemism. To a greater extent, it is a good solution to choose the types of euphemism proposed by Allan and Burridge. In addition, those categories are more detailed and complete.

2.1.3 Styles of Euphemism

Styles refer to the selection of linguistic form to convey social or artistic effects. Styles form a communication system in its own right, one that determines how a social interaction will proceed, or if it will proceed at all. Style may also tell listeners how to take what is being said: seriously, ironically, humorously, dubiously, or in some other way (Fairclough, 1982:29).

Speakers of all languages employ a range of styles; our speech patterns vary greatly during the course of a day. Hymes (1974:59) states that the term "style" implies selection of alternatives with reference to a common frame or

purpose. Having identified codes, varieties, registers, or even community styles, one could still speak of personal style with regard to any of them.

Euphemism and the style is not the same thing, they intersect and interact: the style used defines the set of euphemisms, which are conventional within that style; euphemism is used help to define and maintain a particular style (Allan and Burridge, 1986:3). For example, cirlomcution and metaphor characterize high style, both in polite society and in allegorical literature; learned terms are used in formal styles.

The term 'style' in this case, is used as an abbreviation for 'register and level of formality'. A 'register' is language variety associated with a certain occupational, institutional, whose vocabulary is recognizable 'jargon'. By 'level of formality' we mean levels like colloquial, casual, formal, frozen, and etcetera.

These levels are often called 'styles'. The styles of euphemism in this study refer to alternative ways of saying more or less the same thing by using different words or a different syntactic structure such stylistic choices (register and level of formality) by politician, reporter about news actor, and news events as well as properties of the social and communicative situation (their use in Indonesia This Morning news), for instance that a specific journalist is white, male or female and middle class. The styles of euphemisms can be classified on the basis of its uses.

Fishman in Rusman (2000:44) and also Taylor and Meyer (1989:80) identified five styles of euphemisms. They are consultative, formal, casual, intimate, and frozen style. They further stated that there were no fixed boundaries

between each of different styles. Styles vary according to who we are and whom we are communicating with.

Therefore, styles deal with communicative competence; it involves knowing not only the language code but also what to say to whom and how to say it appropriately in any given situation (Saville-Troike, 1982:22). However, it is necessary to clarify the five types of styles in general.

The first refer to the frozen style, which indicates a level of language considered very, very formal. As has been stated by Labov 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 of what they are saying, the more 'formal' the style will be. For example, "*it shows that the imperial judiciary thinks that, in addition to abortion, affirmative action and religion, war should be within its grasp*".

Besides, frozen style is commonly used in constitution, such as bible quotations and often contain archaism. Another example is where speaker is inferior to hearer-or-named; he will used unreciprocated deferential forms such as *Your/her Majesty, Your/ his Highness, Your Lordship, Mr. President*, and *Madam* 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. It is one-way participation, technical vocabulary, and "fussy semantics" or exact

definitions are important includes introductions between strangers. In addition,

many idioms are in the formal style. For example, laying off workers, or ethnic

cleansing.

The third type refers to consultative style indicates a level of language in a

formal situation. It is two-way participation. For example, *antipersonnel weapon*

for "*any weapon designed to kill people*". The forth type refers to intimate, means

non-public. Intonation more important than wording or grammar, it is private

vocabulary. For example: in naming Susilo Bambang Yudhoyono as "*the number*

one person in Indonesia".

The fifth is a casual style indicating a level of language in an informal

situation, means in group friends and acquaintance; no background information

provided. For example, A: "*Let me show you the way*". B:"No, *it's quite all right,*

I'll find my way all right, thanks".

2.1.4 The Functions of Euphemism

At the societal level, language serves many functions. Many language are

also made to serve a social identification function within a society by providing

linguistic indicators, which may be use to reinforce social stratification. Linguistic

features are often employed by people, consciously or unconsciously, to identify

themselves and others, and thus serve to mark and maintain various social

categories and divisions (Saville-Troike, 1982:15).

Hymes in Saville-Troike (1982:16) also further stated, at the level of

individuals and groups interacting with one another, the functions of

communication are directly related to the participant's purposes and needs. Communications has two possible motives for referring to a distasteful topic euphemistically. First, to minimize threat to the addressee's faced. Second, it is to minimize threat to their own.

The text functions of euphemisms are classified according to the way in which they contribute to the content of the text. In the text under consideration, four functions are seen, according to whether the expression primarily informs (conveys new information), evaluates (convey writer's opinion or attitude), modalizes (conveys writer's attitude toward the truth-value of his/her utterances or writing), or organizer or functions as a discourse signal. To these four functions may be added a fifth, the political euphemism that show a reader's reaction to something in the extra linguistic situations, namely apology, accuse, denial, convince, curse, criticism, question, promise and order (request) Moon (in Rusman, 2000:45).

The following are the examples: 1) to convince: e.g. *Central Bank governor candidate tested by lawmarkers, it is started the fit and proper test for the two candidates for Central Bank governor*, 2) to criticize: e.g. *Supanji said "Urip Tri Gunawan has a stellar reputation and intergrity"*, 3) to accuse: e.g. *Urip Tri Gunawan was receiving 6.1 billion rupiah in an alleged bribe in a home in West Jakarta*, 4) to order or request: e.g. *Commision members the asked presiden Susilo Bambang Yudhoyono to submit three new nominees for the Central Bank governor within the next two days*, 5) to question: e.g. *How can you assure us that you won't be entangled in a conflict of interest if you're elected as*

the central bank governor?, 6) to reject/refuse: e.g. *Earlier in the process lawmarkers rejected president's nominees because neither comes from within the central bank*, 7) to curse: e.g. *The Urip Tri Gunawan was streaked his stellar reputation and integrity by taking a bribe,* 8) to promise: e.g. *If chose, Pardede said he will implement policies that will stabilize the economy, and repair the bank's tarnished image,* 9) to apologize: e.g. A: *would you like to accompany me to go to library today?* B: *sorry, next time i will be ready.*

2.2 Advantages and Disadvantages of the Use of Euphemism

It is also essential to state the positive and negative impact of euphemism used in political context which always appears in mass media both electronic and printed media. In the reform era, some politicians in Indonesia use euphemism purposely in the political campaign while they are trying to attract the attention from the public, others do not use them in the political field. Both approaches have advantages and disadvantages. The researcher mentions some of the advantages and disadvantages of each. The authority of language almost monopolizes the meaning by smoothing its meaning (euphemism) to get power legitimation (Rahardjo, 2002:135).

In the context of politics, it goes without saying that euphemisms are used largely because some politicians are trying to avoid their loss of face. Bergen (in Clark and Rossa) as quoted by Rusman (2000:47) states that the use of euphemism persists because "lying is a indispensable part of making life tolerable". For instance, our party does not face in the trouble water, especially in

using the security network fund. The dying metaphor used as euphemism is called euphemistic metaphor. The other forms of euphemism used are derived from the borrowed words, such as *money politic, lip service, status qou* etc. Another euphemism is derived from hyperbole. For instance, *the party is new*, and *its platform is new*. The last is derived from understatement. For example, this party is anti-corruption, and our party is not with its *crony* (Rusman, 2000:48).

Recently there has been a wide interest in using euphemistic expressions that are used prevalently by Indonesian politicians especially by the executive officials. For instance, in saying the bank will be closed down or it will stop operating: l*iquidation* is used in saying that and another example; the government company will be sold: *privatization* is used as euphemism. Even though the terms, such as *liquidation* and *privatization* are specific jargons and economics, they can be political euphemisms when they are used in the political context. Not only it is important for pleasing the public, but also important to avoid the politician's face. The reason to use euphemism is that the users try to replace the word or words that are unpleasant to avoid the offense. In sort, euphemism is not only useful for giving the favorable impression to the public but it is also useful for hiding the dreadful fact (Burridge, 2004:3).

On the other hand, the disadvantages are the kind of deceptive euphemism such as *IMF contribution* having a negative impact, because it is not the contribution but it is kind of a loan from IMF. In this case, the public will be deceived by the euphemistic expression like IMF *contribution* or IMF *grants*. Therefore, we could say that it is not transparent or democratic. Practicing the

euphemism both individual and collective does not make the language more beauty. Practically, euphemism always causes many new problems because it manipulates a real meaning and it can damage other people (Rahardjo, 2002:74). It is not beneficial, but it is still emotionally needed. In this context, this kind of euphemism has a negative impact (Clard and Rossa in Rusman, 2000:49).

In conclusion, euphemism has a negative impact, because there is a point of deception, therefore, it has many disadvantages. First, the public can be frustrated. Second, the people are deceived. In the other words, the use of euphemism is not profitable in this context. For instance, the *IMF contribution* (the loan from IMF), *final solution* (killing 6.000.000 people by Hitler) is deceptive euphemism. On the other hand, euphemism has many disadvantages. First, it is emotionally needed in with the politeness. For instance, *do you drink?* Instead of "*do you take a bribe*?" Second, euphemism is viewed positively. For example*, South Africa is the third world country or emerging country* (poor country). Another example is *Indonesia is a developing country*. The phrase developing country is a euphemist; instead of *Indonesia is a debtor country*. Because as we know it, Indonesia has some debts but it is much better to say *Indonesia is developing country*. However, we can use the euphemisms as long as they are not misunderstood (Hayakawa, 1972:412).

2.3 Interrelation between Euphemism and Other Figures of Speech

Euphemism interrelates with the other figures of speech. There are some characteristic for judging the interrelation between euphemism and

the other figures of speech. First, euphemism is used to soften or mask upsetting truths. 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 (Bolinger and Sears, 1981:149). Take the two sentences, *Urip Tri Gunawan has been known to take a compaign contribution (a bribe) now and then and Urip Tri Gunawan is known to have taken a campaign contribution (a bribe) now and then*. The first sentence is milder.

Metaphor refers to a word or an expression that uses comparison, association and relationship, and therefore, metaphors deal with both unpleasant thing such as "*buaya darat"* or "*mata keranjang*" and pleasant one, such as *arjuna*. Both metaphor and euphemism interact with each other. Consequently, the metaphors covering up something unpleasant are called euphemism. Furthermore, Troyka as quoted by Rusman (2000:25) states that a metaphor is a comparison between dissimilar things without using like and as.

Again, Wahab in Rusman (2000:25) states that the term metaphor is defined as a linguistic expression signifies a concept beyond its literal meaning. For example, *he pretends to cry, but it just crocodile tears*. Furthermore, the metaphors, which deal with something, distasteful or unpleasant, are called euphemism. For example, *Boediono to take helm of Central Bank* is concidered metaphor. In this context, the word such as *take helm* is called political euphemism. When, it is used in political context.

To conclude, metaphors are largely in the scope of connotation than euphemism, and metaphors deal with both unpleasant and pleasant things, while euphemism deals only with unpleasant things. Yet, both are closely related with the connotative meanings. Both euphemisms and metaphors interact and intersect 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 example, *if choose as the central bank governor, pardede said he will implement policies that will stabilize the economy*. This kind of exaggeration can be regarded as of the categories of political euphemism. Political euphemism can sometime be achieved by two reasons, first, positive words are emphasizes, and second, associative engineering as a deceptive promise is designed to conceal the harst fact, fog up communication and magnify the positive aspect of the promise (Marguche in Rusman 2000:26).

Besides, the figure litotes often called understatement is frequently a kind of euphemism when it is used to weaken meaning. For example, "take under advisement" for a pompous term for consider. It is considered as apolitical euphemism, for some reasons; first it is used in the context of politics of the government of the state. Second, it is kind of deception for gaining the positive attitude from the public opinion. Third, it is used to cover up or conceal the harst fact.

2.4 Interpretation of Euphemism in News Media

As illustration mentioned in above that political euphemism is and how judge the political euphemism in a specific context. This section continuous discussion and this section also describe what appropriate devices, which are used in interpreting the political euphemism in grater detail. The term interpretation refers to the something that is different from more decoding text. Interpretation involves the imposition of one's own knowledge, experience, beliefs, and expectation on what one reads (Kachru in Rusman, 2000:26). Van Dijk (1989:4) states that discourse analysis of news is not limited to textual structures. The textual structures in news media express or signal various underlying meanings, opinions, and ideologies.

In order to show how these underlying meanings are related to the text, the analysis of cognitive, social, political and cultural context must be considered. The cognitive approach is premised on the fact that texts do not have meanings, but are assigned meaning by language users, or, to be precise by mental process of language users. A few theoretical nations are necessary to explain what mental structures and processes are involved. First, in textual understanding the meaning of the text itself strategically constructed and represented as a text representation. Second, language users, a hence journalists and readers, have a unique personal interpretation and purpose of reader and journalist or news reporter will be different.

According to Brown and Yule (1983:326) devices, they state that the use of euphemism is achieved through many sources, such as denial, hyperbole,

metaphor, acronym, and litotes. There are some consideration to adopt Brown and Yule's devices in interpreting the political euphemism.

First, the Brown Yule's devices are appropriate to the comprehension of the political euphemism. To certain extent, it is more specific in different thing the political euphemism expression. Second, it covers three devices, which are the most appropriate interpreting the fixed political expressions, namely co-text, mental mode, typical framework and knowledge of the world. Third, it has been used by many researchers of discourse analysis and proved to be appropriate for analyzing the euphemistic expression. Fourth, Brown and Yule's devices are decided to be appropriate in interpreting some sources of fixed political euphemism.

The ideational function of text can be defined on the basic of its overt and covers meaning. Caulthard (1985:167) states that the overt meaning of negative or euphemistic denial can be identified from its formal markers such as not, no, nowhere etc. whereas, the covert meaning of denial can be identified from its proposition which indicating negative meaning. For instance, *forgot* means *did not remember*. He further states that using the ideational function pointed out by Halliday could approach the analysis of denial. For example, *these two political parties do not belong to the same views* is equivalence to *these two political parties belong to different views.* These two sentences represent the same way of expressing content of language.

However the interpretation of euphemism in news media is also build upon situational context and discourse type, which can be analyzed based on

the following dimensions (1) "*What's going on*", this term subdivided into activity, topic and purposes. In this case, what news even is going on?. (2) "*Who's involved?*" it deals with subject positions and associated with the speaker, addressee, and etcetera. (3) "*In what relation*?" it deals with in terms of what relationships of power, social distance and so forth are set up and enacted in situation. (4) "*What's the role of language*?" the role of language in this sense not only determines its genre but also its channel, whether spoken or written language is used (fairclough, 1989:47-48).

2.5 Context, Co-text and Text

2.5.1 Context

Every people 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, proxemic, and 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 speaks or writes the word, and by the person who hears and reads the words. So, it is that the meaning, which a word has, totally subject dependent, both from the stand point of the person who speaks or write a word, and from that of the person who hears and reads it.

The meaning of the text depends very much on the context and discourse, which carries it, since all of them are bound tight together.

Cook (in Ermayani 2003:25) says that the text is all of the linguistic form, not only the printed words, but also all o the communicative expression, such as; speech, music, picture etc, while context include all of the situation from out of the text which influence the language use, such as: language-users and situation where the language is used or produced. In addition, discourse consists of the 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 that is physically context, epistemic context, linguistic context, and social context. Physical context refers to the place where the conversation happens, the objects presented in communication and the action of language users in communication. Epistemic context is the background of the knowledge shared by both speaker and hearer. In addition, linguistic context, consist of utterances previous to the utterance under consideration in communication, the last is social context, which means that social relationship and setting of the speaker and hearer (Sobur in Ermayani 2003:26).

Understanding the context of situation is essential particularly for journalist in writing their news. Understanding the context will help the journalist to be avoided from the bias and prejudice in presenting their news for the society. They will interpret and understand the information based on their behavior, knowledge, experience and their intellectual capacity. So, by understanding the context situation, the writer will make their readers easier to understand their

intended message. Brown and Yule (1983:37) say that the context of situation is best use as suitable schematic contract to apply to language events. In addition Firth in Ariani as quated by Ermayani (2003:26) says that language is only meaningful in its context of situation, he asserts that 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 consist of such categories as the over all definition of the situation, setting (time, place), on going action (including discourse and discourse genres), participant in various communicative, social or institutional roles as well as their mental representation; goals, knowledge, opinion, attitudes and ideologies (Van Dijk in Ermayani 2003:27).

2.5.2 Co-Text

Halliday (in Brown and Yule, 1983:46) 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 fragment of discourse will have the whole of its interpretation forcibly constrained by the preceding text, not just those phrases which obviously and specifically refer to the preceding text. In understanding euphemism the co-text plays an important role; since, the interpretation of individual lexical items is constrained by co-text.

Co-text plays an important role in interpreting euphemism. Allan and Burridge (in Rusman, 2000:36) state that the utterances 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, Ruqayyah (in Mazidah 2007:26) points that the nation of the text and context are inseparable, text of language operative in a context of situation, and context are ultimately constructed by the range of texts produced within a community while 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 and Burridge (in Ermayani 2003:27) state that the understanding a text, the clause around euphemism is needed to understand euphemism properly.

2.5.3 Text

Text can be said as the representation of discourse. 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 the 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 or 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.

Text can be said as the representation of discourse. The word text is simply a convenient term to label the units of written language and spoken

language that we deal with everyday from notices to news script, newspaper, textbook etcetera. In analyzing the spoken text we will be looking the language in the written form.

Furthermore, Halliday and Hassan as quated by Ariani (1995:14) states that the text can be in the form of spoken and written, of prose or verse, dialogue and monologue, it may be anything from the single proverb to a whole play, form a momentary cry to help to an all day discussion on a committee.

In considerable amount of research has been done to determinate what takes place between the conception of an idea of the assignment of the writing task and the final text (Renkema, 1993:169). Language users employ text to convey the message to the other people, since it is a set of sign which is transmitted from the sender to the receiver through the specific codes., those codes are interpreted by the receiver to arrive at the speaker's or the writer's intended message. Besides, text refers to the verbal recorded of communicative act (Brown and Yule, 1983:6).

In the linguistic theory what is meant by text is not more than groups and letters, words and sentences which use conventional sign system which it can reveal its intended message (Sobur in Syaifulloh, 2002:14). In addition, sentences are always hang together and interconnected in a text. It means that the sentences display some kind of mutual dependences, they are not occurring at random. In addition, to a text must be coherent as well as cohesive that a 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 text

conveyed by single sentence but more complex exchanges in which participant's beliefs and expectations, the knowledge they share each other about the word and the situation in which they interact, play a crucial part.

A text consists of structured sequence 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 it is read as a text. A text should consider the cohesion (how do the clauses hold together), coherence (how do the propositions hold together), intentionally (why did the speaker/writer produce this), relevance (what is text for), and intertextuality (what other text does this one resemble). So, a text is structured sequence of linguistic forming a unitary a whole (Edmonson, 1981:4).

2.6 Previous Studies

These previous studies are related to the topic. The first research was "Political Euphemism in News Media", written by Rusman (2000). Through comparative approach Rusman studied the associative meaning in Indonesia and American English Vocabulary; he focused on pragmatic, lexical perspective and discussed the uses and meanings of euphemism in terms of denial, refusal, and etcetera. The main findings of his study, include first of all, the categories of euphemisms indicate that euphemisms, which appear most frequently in News Media, are hyperbole, denial, metaphor, acronym, borrowed term, and etcetera.

Ermayani (2003) also conducted the research related to euphemism, she wrotes "A Study on Euphemism used in Headlines of Kompas Newspaper".

She studied about types and functions Euphemism used in Headlines of Kompas Newspaper. She found nine types of euphemism; those types were metaphor, idiom, acronym and abbreviation, hyperbole, litotes, denial, synecdoche, associative engineering, and technical jargon.

 In addition she also found four functions of euphemism, such as to evaluate, to convince, to promise, and to order.

The third research was "A Study on Euphemism Used in Newsweek Magazine" written by Any Mazidah (2007). She studied about types, styles and functions of euphemism used in Newsweek magazine. She found six types, three styles, and three functions of euphemism used in Newsweek magazine in June 12 until November 20, 2006. The main findings of her study include first of all, the types of euphemism indicate that euphemism, which appear most frequently in Newsweek Magazine, they are: metaphor, hyperbole, abbreviation, circumlocution, dysphemistic euphemism, and borrowed term. The styles of euphemism that most frequently in Newsweek Magazine, such as frozen style, formal style, and intimate style. She also found three functions of euphemism, those are: to inform, to evaluate, and to convince.

Although both works of Ermayani and Mazidah have the same topic of the study as that of the researcher, but their emphasis differ each other. Mazidah tried to find out the euphemism in terms of the type, style, and function; while, Ermayani differently emphasized her study on euphemism only in terms of the type and the function.

Meanwhile, this study is aimed not only in finding out the type, the style and the function of euphemism but also in describing and analyzing the appearance of euphemism used by politician or news reporters in *Indonesia This Morning* news' script on METRO TV especially in political news about *Central Bank cases, Al-Amin cases, Bombing in PKS office, Jemaah Islamiyah, RMS, East Timorese, 'Fitna' movie, Ahmadiyah, workers' protest on May Day and deportation of Australian pedhophile* through the certain approach, including sociolinguistic, psycholinguistic and etcetera.

This news also reports some actual news about *Central Bank cases, Al-Amin cases, Bombing in PKS office, Jemaah Islamiyah, RMS, East Timorese, 'Fitna' movie, Ahmadiyah, workers' protest on May Day and deportation of Australian pedhophile* that bravely use euphemism. It is due to the above consideration that the researcher decides to conduct "An Analysis of Euphemism used in Political Context in *Indonesia This Morning* news on METRO TV".

CHAPTER III

RESEARCH METHOD

This chapter presents the research method of the study. It relates to research design, data source, research instrument, data collection, and data analysis.

3.1 Research Design

In this research the researcher observes euphemism used in political context in *Indonesia this morning* News on METRO TV. The researcher uses descriptive qualitative research, because the data of this research are in the form of words that is not statistically analyzed. As stated by Newman in Rusman (2002) that qualitative data tends to be in the form words and sentences than number. In this research the researcher uses discourse approach. This research describes the types, styles and function of euphemism used in political context in *Indonesia this morning* News on METRO TV.

3.2 Data Sources

The data source of this research is *Indonesia This Morning* News on METRO TV in written and spoken form. The researcher looks for the scripts in April 2008 edition especially the political news about *Central Bank cases, Al-Amin cases, Bombing in PKS office, Jemaah Islamiyah, RMS, East Timorese, 'Fitna' movie, Ahmadiyah, workers' protest on May Day and deportation of Australian pedhophile,* because the researcher tries to get the most up to date political issues

during this research and there were many interesting political news that were found in *Indonesia This Morning* News on METRO TV. The data of this research is in the form of word, phrase and sentence, which contain the types of euphemism, styles of euphemism and functions of euphemism.

3.3 Research Instrument

Research instrument is very important to obtain the result of the study. It is a set of methods, which is used to collect the data. The key or main instrument of this study is the researcher herself. She spends a great deal of time for reading and understanding *Indonesia This Morning* news' script especially in political news that aimed to find out the types, styles, functions of euphemism. Here the researcher use field notes to write those scripts. The researcher takes note the data, which use euphemism.

3.4 Data Collection

The data of this study is taken from written and spoken words in *Indonesia This Morning* News on METRO TV, which are related to a phenomenon of euphemism used. Since the data are in the form of words, phrases, and sentence within the script, careful reading and understanding are the most appropriate data collection technique in this study. To collect the data, first, the researcher watches the news to make the data more valid and to make this data easier to be analyzed, especially to analyze the style of euphemism and takes some notes on the main point of the news. Then, the second, the researcher looks for the script of this

program from internet which broadcasted for a month in April 2008 especially political news about *Central Bank cases, Al-Amin cases, Bombing in PKS office, Jemaah Islamiyah, RMS, East Timorese, 'Fitna' movie, Ahmadiyah, workers' protest on May Day and deportation of Australian pedophile*.

The third, the researcher categorizes and discusses the data systematically in accordance with euphemism and based on the Allan and Burridge theory.

3.5 Data Analysis

After getting the data of *Indonesia This Morning* News by watching, taking notes and browsing the scripts from internet, the researcher analyzes the data by using these following steps: first, the researcher categorizes the written and spoken data based on the styles, types, and functions of euphemism and interpreting the data from each category based on Allan and Burridge theory. Second, the researcher discusses the whole data and the last, the researcher draws a tentative conclusion by describing the result of this research.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter discusses the research findings and discussion. There are presented as the followings:

4.1 Findings

In response to the types of euphemism used in *Indonesia This Morning* News on METRO TV, the researcher found some scripts that can be seen in the following corpora:

Script 1

Indonesia This Morning, 01 April 2008

> ***The 11th commission against both of Yudhoyono's candidate for Central Bank governor. Commission members then asked SBY to submit three new nominees for the Central Bank governor within the next two days.***

a. Type

Based on the script above, the researcher found two types of euphemism. The first is idiom, it belongs to the second type of euphemism. It is found in the phrase "11th commission". According to the type of euphemism, the phrase "11th commission" is the interchangeable word from the finance house commission which to arrange the finance sectors.

The second type is called acronym and abbreviation. It refers to the fourth type of euphemism. It appears in the word "SBY". The word "SBY" is categorized in acronym and abbreviation because SBY is the initial name of Indonesia's president Susilo Bambang Yudhoyono.

b. Style

According to the style of euphemism, the script above belongs to formal style. In the script above the language that is used by the reporter indicates to formal language which usually used in the constitutional. Besides, in broadcasting news usually used formal style, because when news is broadcasted to the audience, the image is serious and tends to use formal language. Furthermore, many idioms are in formal language. Based on the script above, the phrase "11th commission" indicates to idiom, it means the commission in parliament that arrange in finance sector or the house commission of finance.

c. Function

From the script above, the researcher found two functions of euphemism from the script above. The first is to reject. It is found in the sentence "11th commission against both of Yudhoyono's candidate". It means that the reporter informs that the commission rejects the candidate that was submitted by Susilo Bambang Yudhoyono for Central Bank governor.

The second function belongs to order or to request. It is found in the sentence "commission members the asked SBY to submit three new nominees". It belongs to order or to request because based on the sentence the reporter reports that commission asked to the president Susilo Bambang Yudhoyono to submit three new candidates for Central Bank governor because the candidates that is submitted by president SBY is rejected by parliament.

Script 2

Indonesia This Morning, *02 April 2008*

> **Boediono will undergo the fit and proper test before parliament's eleventh commission on the economy next week. Boediono will take charge of the Central Bank on may 17, if parliament confirmed his appointment.**

a. Type

Based on the script above, the researcher found two type of euphemism. The first is idiom, it belongs to the second type of euphemism. It is found in the word "undergo". It is called idiom because idiom is a functioning as a single unit whose meaning cannot be worked out from its separate parts. It means that the word "undergo" is interchangeable word from "go through" or Boediono will go through the fit and proper test.

The second type is metaphor, it refers to the first type of euphemism. It is found in the phrase "take charge". It is called metaphor because the phrase "take charge" indicates different from the literal meaning. The positive phrase "take charge" is preferred to the phrase "will be a central bank governor".

b. Style

The script above is categorized into formal style. Because the language that is used by the reporter indicates to formal language, that usually used in constitutional. On the other hand, when news is broadcasted to the audience by reporter, the language tends to use in formal style. Furthermore, many idioms are in formal language. According to the script above, the word "undergo" indicates to idiom. It means Boediono will "go through" the fit and proper test.

c. Function

The function of euphemism of the script above is to convince. It means that the reporter informs or convinces to the audience that Boediono will go through the fit and proper test and he will be the Central Bank Governor if the parliament confirmed his appointment.

Script 3

Indonesia This Morning, *03 April 2008*

> ***The legislators favored Boediono's nomination for the post because of his solid economy background, and his implementation of strong economic policies. But some lawmakers raised concerns about his incrimination with the Central Bank Liquidation Fund Scandal, while others, including eleventh commission head, Max Moein.***

a. Type

Based on the theory of euphemism, from the script above, the researcher found two types of euphemism. The first type in the word "for the post", it is categorized into hyperbole which belongs to the sixth type of euphemism. The word "for the post" is overstatement for the best last nomination. It means the legislators favored Boediono for the best nomination that will be the new Central Bank governor based on his good economic background.

The second type in the phrase "Central Bank liquidation fund scandal" is categorized into cirlomcution which belongs to the third type of euphemism. It means that to say in many words which may be said in a few words. The phrase "Central Bank liquidation fund scandal" can be said in a few word "corruption".

b. Style

According to the style of euphemism, the script above belongs to formal style. The script above called formal style because the language that is used by the reporter indicates to formal language which usually used in constitutional. On the other hand, when news is broadcasted to the audience by reporter, the image is serious and the language tends to use in formal style.

c. Function

Based on the script above, the researcher found two type of euphemism. The first function is to convince. It is found in the sentence "legislators favored Boediono's nomination for the post because of his solid economic background". It means that the reporter informs or convinces to the audience that the legislators favored Boediono as the new Central Bank governor based on his solid economic.

The second function belongs to accuse. It appears in the sentence "but some lawmakers raised concerns about his incrimination with the Central Bank liquidation fund scandal". It means that the reporter reports that the lawmakers accuse Boediono have incrimination within the Central Bank liquidation fund scandal.

Script 4

Indonesia This Morning, *04 April 2008*

> **The number one man in Indonesia, Yudhoyono said that Mulyani is needed to keep the budget intact at the finance ministry. His statement dispelled rumors that Mulyani will replace Boediono if he leaves office.**

a. Type

Based on the script above, the researcher found one type of euphemism. It is found in the phrase "to keep the budget intact at the finance ministry". It phrase is categorized into cirlomcution which refers to the third type of euphemism. It means that to say in many words which may be said in a few words. In the phrase "to keep the budget intact at finance ministry" can be said in few words "to be a finance ministry".

b. Style

In addition, based on the script above, the style of the euphemism is to intimate. Means non-public, intonation more important that wording or grammar and in private vocabulary. For example in naming President Susilo Bambang Yudhoyono with the sentence "the number one man in indonesia".

c. Function

From the script above, the function of euphemism from the script above is to order. It means that the reporter reports information that president Susilo Bambang Yudhoyono order or ask Mulyani to be the finance ministry because Boediono will take charge of Central Bank on May.

Script 5

Indonesia This Morning, *05 April 2008*

> **The judges found Yoyo guilty of sneaking in a group of two dozen dancers during a family day celebration to wave the RMS flag in front of President in Ambon last year.**

a. Type

According to the theory of euphemism, from the script above the researcher found one type of euphemism. It is found in the word "RMS". It belongs to acronym and abbreviation which refers to the fourth type of euphemism. The word "RMS" is the acronym of Republic Maluku Selatan (South Maluku Republic).

b. Style

Based on the theory of euphemism, the style of euphemism in the script above is consultative style. consultative indicates a level of language in a formal situation. And the reporter reports from the court that the judges give sentence to Yoyo that waving the RMS flag in front of President Susilo Bambang Yudhoyono during a family day celebration in Ambon last year. So, the condition from that news used in formal situation.

c. Function

Moreover, the function of euphemism in the script above is to convince. It means the reporter informs or convinces to the audience that the judges give sentence to Yoyo that waving the RMS flag in front of President Susilo Bambang Yudhoyono during a family day celebration in Ambon last year.

Script 6

Indonesia This Morning, *08 April 2008*

> **Boediono to take helm of Central Bank. He received a nearly unanimous vote to be the next Central Bank governor. The votes were taken in the parliament's 11th commission at the end of the commission's fit and proper test Monday.**

a. Type

In the script above, the researcher found two types of euphemism. The first type belongs to mentonymy which belongs to the eleventh type of euphemism. It is found in the word "Boediono". The word "Boediono" is a coordinating minister for the economy whom is one of the candidates of teh Central Bank governor.

The second type is metaphor which refers to the first type of euphemism. It is found in the phrase "to take helm". The phrase "to take helm" is called metaphor because to take helm indicates different from the literal meaning. The positive word "to take helm" is preferred to be the winner of Central Bank governor vote. It means that Boediono will be ready to be the winner of Central Bank governor because he received a nearly unanimous vote that were taken in the parliament's 11th commission.

b. Style

According to the style of euphemism, the script above belongs to formal style. The script above called formal style because the language that is used by the reporter indicates to formal language which usually used in constitutional. On the other hand, when news is broadcasted to the audience by reporter, the language tends to use in formal style.

c. Function

The function of euphemism of the script above is to criticize. It is found in the sentence "Boediono to take helm of Central Bank". It means that the reporter criticizes that Boediono will get the governor position in Central Bank.

The second function is to convince. It is found I the sentence "he received a nearly unanimous vote to be the next Central Bank governor". It means that the reporter convinces to the audience about new information that coordinating minister of economy Boediono will get the governor position in central bank after getting a nearly unanimous vote in the parliament's 11th commission.

Script 7

Indonesia This Morning, *10 April 2008*

> *A member of parliament's fourth commission, Al Amin Nasution, was put in jail early Wednesday morning. After undergoing nearly 20 hours of questioning at KPK. He was arrested in Ritz Carlton with his secretary and a female friend.*

a. Type

According to the theory of euphemism, the researcher found two types of euphemism from the script above. The first is categorized into idiom which belongs to the second type of euphemism. It is found in the phrase "fourth commission". The fourh commission called idiom because idiom is a functioning as a single unit whose meaning cannot be worked out from its separate parts. It means that the phrase "fourth commission" is interchangeable phrase of a parliament's commission which arrange in farming, fishery, and forestry sectors.

The second type is categorized into metonymy which belongs to the eleventh type of euphemism. It is found in the word "Ritz Carlton". It is called mentonymy because the word "Ritz Carlton" refers to the meaning only a part. The word "Ritz Carlton" means the name of hotel. The reporter just mentions Ritz Carlton without hotel in the after. But from the context above we know that the word "Ritz Carlton" is Ritz Carlton hotel, a five star hotel in Jakarta.

b. Style

According to the style of euphemism, the script above belongs to formal style. The script above called formal style because the language that is used by the reporter indicates to formal language which usually used in constitutional. On the other hand, when news is broadcasted to the audience by reporter, the language tends to use in formal style.

Furthermore, many idioms are in formal language. According to the script above, the phrase "fourth commission" indicates to idiom, it means the parliament's commission that arrange in farming, fishery, and forestry sectors.

c. Function

The function of euphemism in the script above is to convince. It means the reporter convinces to the audience about information that the parliament member in fourth commission, Al Amin Nasution is arrested for taking bribes in exchange for license to covert a protected Riau Forest land into an industrial forest.

Script 8

Indonesia This Morning, *14 April 2008*

> **Information and Communication Minister Muhammad Nuh says the block fitna is only effective in Indonesia, as Youtobe couldn't pull it out of circulation elsewhere. Mr. President Yudhoyono has banned the movie and its creator from Indonesia following the outcry.**

a. Type

Based on the script above, the researcher found three types of euphemism. The first type is metonymy which refers to the eleventh type of euphemism. It is found in the word "fitna". The word "fitna" is the anti Islam short movie that owned by far right Dutch Filmmaker Geert Wilder. The reporter just mentions fitna without saying anti Islam short movie in the after. But from the context above we know that the word "fitna" is fitna anti Islam short movie that owned by far right Dutch Filmmaker Geert Wilder.

The second type belongs to metonymy which belongs to the eleventh type of euphemism. It is found in the word "Youtobe". The word "Youtobe" is one of internet website.

The reporter just mentions Youtobe without saying website in the after. From the context above we know that the word "Youtobe" is internet website where we can access and watch the fitna anti Islam short movie.

The third type is categorized into associative engineering in stylist meaning, which refers to euphemism type thirteen. It is found in the phrase "Mr. President Yudhoyono". It belongs to associative engineering in stylist meaning because it is referring to the meaning of what communicated in a social condition.

b. Style

According to the style of euphemism, the script above belongs to frozen style. The script above is called frozen style because it is indicates a level of language in very, very formal and frozen style usually common used in constitutional. In the word "Mr. President", the reporter uses unreciprocated deferential forms, and that word is identifying the roles or social position.

c. Function

The researcher found two functions of euphemism. The first function is to criticize. It is found in the sentence "Information and Communicative Minister Muhammad Nuh says the block fitna only effective in Indonesia". It means that the reporter reports that Information and Communicative Minister Muhammad Nuh criticizes that the block fitna short movie only effective in Indonesia.

The second function belongs to refuse or to reject. It is found in the sentence "Mr. President Yudhoyono has banned the movie and its creator from Indonesia following the outcry". It means that President Yudhoyono has rejected or banned the fitna movie and the fitna movie's creator from Indonesia following the outcry.

Script 9

Indonesia This Morning, *15 April 2008*

> **Molotov cocktail thrown at PKS office in Bandung, West Java, Monday. No one was hurt in the attack but a motorcycle owned by a party supported was the badly damage.**

a. Type

According to the theory of euphemism, the researcher found two types of euphemism from the script above. The first type belongs to idiom which refers to the second type of euphemism. It is found in the phrase "molotov cocktail". The phrase "molotov cocktail" is called idiom because idiom is an functioning as a single unit whose meaning cannot be worked out from its separate parts. It means that the phrase "molotov cocktail" is interchangeable phrase from "petrol bomb" or the simple bomb that consists of a bottle filled with petrol.

The second type is categorized into acronym and abbreviation which belongs to the fourth type of euphemism. It is found in the word "PKS". The word "PKS" is the inisial name of party in Indonesia election. PKS is acronym of Partai Keadilan Sejahtera (Justice Welfare Party).

b. Style

According to the style of euphemism, the script above belongs to formal style. The script above called formal style because the language that is used by the reporter indicates to formal language which usually used in constitutional. On the other hand, when news is broadcasted to the audience by reporter, the language tends to use in formal style. Furthermore, many idioms are in formal language.

According to the script above, the phrase "molotov cocktail" indicates to idiom, it means a type of a simple bomb that consists of a bottle filled with petrol or petrol bomb.

c. Function

The function of euphemism in the script above is to convince. It means that the reporter convinces to the audience about the new information that PKS office in Bandung thrown by petrol bomb at Monday and that attack makes motorcycle of PKS supporter damage. This attack has interrelation with West Java governor election who's the candidate is Ahmad Heryawan and Dede Yusuf as the vice of West Java governor.

Script 10

Indonesia This Morning, *18 April 2008*

> **KPK makes more arrests in Central Bank liquidation funds scandal.**
> **KPK also arrested three Central Bank official for their complicity with**
> **the scandal including Central Bank governor Burhanuddin Abdullah.**

a. Type

In the script above, the researcher found two types of euphemism. The first type is categorized into acronym and abbreviation. It is the fourth type of euphemism. It is found in the word "KPK". The word "KPK" is the inisial of the committee that arrange about the corruption eradication. The word "KPK" is acronym from Komisi Pemberantasan Korupsi (Corruption Eradication Commission).

The second type belongs to cirlomcution. It is the third type of euphemism. It is found in the phrase "liquidation funds scandal". It means that to say in many words which may be said in a few words. The phrase "liquidation funds scandal" can be said in a few words "corruption".

b. Style

According to the style of euphemism, the script above belongs to formal style. The script above called formal style because the language that is used by the reporter indicates to formal language which usually used in constitutional. On the other hand, when news is broadcasted to the audience by reporter, the language tends to use in formal style.

c. Function

The function of euphemism of the script above is to convince. It means that the reporter convinces to the audience about new information that KPK arrests many official of Central Bank which have relation with corruption scandal in Central Bank including Central Bank governor Burhanuddin Abdullah.

Script 11

Indonesia This Morning, *21 April 2008*

> *MUI and other Muslim groups demands Ahmadiyah's disbandment.*
> *MUI Chairman Cholil Ridwan says the President Yudhoyono has the*
> *final say in disbanding Ahmadiyah.*

a. Type

According to the script above, the researcher found four type of euphemism. The first type is categorized into acronym and abbreviation. It is the fourth type of euphemism. It is found in the word "MUI".

The word "MUI" is the inisial name of the Islamic group in Indonesia. The word "MUI" is acronym of Majelis Ulama Indonesia (Indonesia Muslim Leaders Council).

MUI is Islamic group in Indonesia that arrange the Islamic problem that happen in Indonesia and also giving the law decision to the problem based on Islamic sources: Al-Qur'an and Hadist.

The second type belongs to synecdoche general for specific which refers to the twelfth type of euphemism. It is found in the word "Ahmadiyah". It is called synecdoche because it mentions the whole for parts. The word "Ahamdiyah" is one of Islamic religious sect that has deviate religious beliefs and it is demanded by the government.

The third type is categorized into associative engineering in stylist meaning which refers to the euphemism type thirteen. It is found in the phrase "president Yudhoyono". It belongs to associative engineering in stylist meaning because it is referring to the meaning of what communicated in a social condition.

The fourth type belongs to hyperbole. It is the sixth type of euphemism. It is found in the phrase "final say". The phrase "final say" is overstatement from the word "decision". It means that president Yudhoyono asked by MUI to make decision in disbanding Ahmadiyah as soon as possible.

b. Style

According to the style of euphemism, the script above belongs to formal style. The script above called formal style because the language that is used by the reporter indicates to formal language which usually used in constitutional.

On the other hand, when news is broadcasted to the audience by reporter, the language tends to use in formal style.

c. Function

From the script above, the researcher found two functions of euphemism. The first function is to convince. It is found in the sentence "MUI and other muslim groups demand Ahmadiyah's disbandment". It means that the reporter convinces to the audience about new information that Ahmadiyah is one of Islamic sect that has deviation in the religious beliefs, MUI and other Muslim groups demands Ahmadiyah disbandment.

The second function is to order or to request. It is found in the word "MUI chairman Cholil Ridwan says the President Yudhoyono has the final say in disbanding Ahmadiyah". It means that MUI asked president Yudhoyono to make decision in disbanding Ahmadiyah as soon as possible.

Script 12

Indonesia This Morning, *22 April 2008*

> *Judges at the trial of JI Military Commander Abu Dujana found him guilty of committing terrorist attacks, harboring fugitives and stockpiling arms catches during sectarian strife in Sulawesi.*

a. Type

According to the script above, the researcher found one type of euphemism. The first type is categorized into acronym and abbreviation which belongs to the fourth type of euphemism. It is found in the word "JI". The word "JI" is the initial name of Islamic organization.

The word "JI" is acronym of Jemaah Islamiyah. Jemaah Islamiyah is categorized as a terrorist organization which activities are decline in terrorism activities.

b. Style

The style of euphemism of the script above is formal style. In the script the language that is used by the reporter is in formal language which is usually used in constitutional. On the other hand, when news is broadcasted to the audience by reporter, the language tends to use in formal style.

c. Function

Based on the theory of euphemism, the researcher found one function from the script above. It belongs to convince. It means that the reporter convinces to the audience that Abu Dujana as the Jemaah Islamiyah military commander was found him guilty of committing terrorist attacks, harboring fugitives and stockpiling arms catches during sectarian strife in Sulawesi by judges.

Script 13

Indonesia This Morning, *23 April 2008*

> *The judges handed down the sentence Moshadeq after he was found guilty of claiming to be a propert. Moshadeq plans to appeal the sentence. The trial was chaotic, after members of FPI beat one of his followers for bringing a weapon to the courtroom.*

a. Type

According to the script above, the researcher found two types of euphemism. The first is categorized into metaphor which belongs to the first type of euphemism. It is found in the phrase "handed down". It is called metaphor because the phrase "handed down" indicates different from the literal meaning.

The positive phrase "handed down" is a phrase to substitutes "made judgment". It means that the judges make the sentence judgment to Moshadeq about his guilty in claiming to be a propert.

The second type is categorized into acronym and abbreviation. It is the fourth type of euphemism. It is found in the word "FPI". The word "FPI" is the inisial name of Islamic group in Indonesia. The word "FPI" is acronym of Front Pembela Islam. FPI is the hard line Islamic group in Indonesia.

b. Style

Based on the theory of euphemism, the style of euphemism in the script above is consultative style. Consultative indicates to a level of language in a formal situation. It means that the reporter reports from the court that the judges handed down the sentence Moshadeq after he was found guilty in claiming to be a propert.

c. Function

Based on the script above, the researcher found one function of euphemism. The function of the script above is to convince. It means that the reporter convinces to the audience that the judges made sentence judgment to Moshadeq after he was found guilty of claiming to be a propert and this process was supported by FPI.

Script 14

Indonesia This Morning, *24 April 2008*

> ***Government downplays Supari and Djalal controversy. Supari answered the summons of state secretary Hatta Radjasa to answer reports that she accused Djalal of being foreign agent, because he advocated sending the samples to the NAMRU.***

a. Type

Based on the script above, the researcher found two types of euphemism. The first type belongs to metonymy. It is the eleventh type of euphemism. It is found in the phrase "Supari and Djalal".

The phrase "Supari and Djalal" means Fadilla Supari as the health minister and Dinno Patti Djalal as the spokerperson of President Susilo Bambang Yudhoyono. Supari accused Djalal as the foreign agent in NAMRU2 cases. The reporter just mentions Supari and Djalal without saying Fadilla Supari as the health ministry and Dinno Patti Djalal as the spokesperson of president in the after. But from the context we know that the word "Supari and Djalal" is Fadilla Supari as the health ministry and Dinno Patti Djalal as the spokesperson of President.

The second type is categorized into acronym and abbreviation which belongs to the fourth type of euphemism. It is found in the word "NAMRU". The word "NAMRU" is the inisial of Naval Medical Research Unit that owned by United State that is operate in Indonesia since januari 1970.

b. Style

The style of euphemism in the script above is formal style. Formal style is an expression on functioning as a single unit and which meaning cannot be worked out from its separate parts. In this sentence the language that is used by

reporter is in formal language which is usually used in the constitutional. On the other hand, when news is broadcasted to the audience by reporter, the language tends to use in formal style.

c. Function

The function of euphemism in the script above is to convince. It means the reporter convinces to the audience about new information that Indonesia's government downplays Supari and Djalil controversy in NAMRU cases. In this case, Supari accuses Djalil as the foreign agent of United State because he support the existence of NAMRU in Indonesia has the intelligent activity.

Script 15

Indonesia This Morning, ***25 April 2008***

> ***Parliament reject KPK search. The parliamentarians argue that they are untouchable. They say that any KPK search should be overseen by two lawmakers. The KPK's jurisdiction in investigating graft is unlimited under Indonesia's current laws.***

a. Type

According to the theory of euphemism, the researcher found three types of euphemism. The first is categorized into acronym and abbreviation, which refers to the fourth type of euphemism. It is found in the word "KPK". The word "KPK" is the initial name of commission that arranges the corruption eradication in Indonesia. The word "KPK" means Komisi Pemberantasan Korupsi (Corruption Eradication Commission).

The second type belongs to hyperbole. It is the sixth type of euphemism. It is found in the word "untouchable". The word "untouchable" means that the

parliamentarians cannot search by KPK without overseen by two lawmakers because parliamentarians are a respected constitutional which hold state secrets.

The third type is categorized into idiom which refers to the second type of euphemism. It is found in the word "graft". The word "graft" called idiom because idiom is an functioning as a single unit whose meaning cannot be worked out from its separate parts. It means that the word "graft" is interchangeable word from "corruption".

b. Style

Based on the style of euphemism, the script above is formal style. Formal style is an expression on functioning as a single unit and which meaning cannot be worked out from its separate parts.

In this sentence the language that is used by reporter is in formal language which is usually used in the constitutional. On the other hand, when news is broadcasted to the audience by reporter, the language tends to use in formal style.

c. Function

From the script above, there are three functions of euphemism in the script above. The first function is to reject or to refuse. It is found in the sentence "parliament reject KPK search". It is classified in to reject or to refuse because the reporter reports that the parliament against the KPK search because the parliament is a respected institution which hold state secrets.

The second function belongs to convince. It is found in the sentence "the parliamentarians argue that they are untouchable. They say that any KPK search should be overseen by two lawmakers". It means that the reporter convinces to

the audience about the information that parliament cannot be search by KPK without overseen by two lawmakers because parliament is a respected institution which hold state secrets.

The function is to criticize. It is found in the sentence "The KPK's jurisdiction in investigating graft is unlimited under Indonesia's current laws". It means that the reporter criticizes that The KPK's jurisdiction in investigating graft is unlimited under Indonesia's current laws.

Script 16

Indonesia This Morning, *26April 2008*

> ***Indonesia agrees to deport Australian pedophile. The court ruled that extradition 64 years old Charles Barnett is legal, even though he committed no crimes in Indonesia.***

a. Type

In the script above, the researcher found two types of euphemism. The first type is categorized into synecdoche general for specific, which belongs to the twelfth type of euphemism. It is found in the word "Indonesia". It is called synecdoche general for specific because it is mention the whole for part. The word "Indonesia" is the general for specific word from "government". It means government agrees to deport the Australian pedophile.

The second type belongs to the use of learned terms of technical jargon. It is the eight type of euphemism. The word "pedophile" is derived from Greek, comes from the word paidophiliapais (child) and philia (love and friendship). Paidophilia is the paraphilia of being sexually attracted primarily or exclusively to peripubescent children.

b. Style

According to the style of euphemism, the script above is formal style. Formal style is an expression on functioning as a single unit and which meaning cannot be worked out from its separate parts. In this sentence the language that is used by reporter is in formal language which is usually used in the constitutional. On the other hand, when news is broadcasted to the audience by reporter, the language tends to use in formal style.

c. Function

Based on the script above, the researcher found one function of euphemism. The function of the script above is to convince. It means that the reporter convinces to the audience about new information that Australian pedhophile Charles Tarnett will be deported by Indonesia even though he committed that he has no crime in Indonesia.

Script 17

Indonesia This Morning, *28 April 2008*

> **The workers argue the government to recheck current rules on the minimum wage and wipe out the current contract system with employees. They also called on the government to pay more attention to the workers' basic needs.**

a. Type

From the script above, the researcher found two types of euphemism. The first type is classified in denial, the ninth type of euphemism. It is found in the word "recheck". The reporter uses the word "recheck" to substitute the word "revise".

The second type is categorized into metaphor, which belongs to the first type of euphemism. It is found in the phrase "called on the government". It refers to metaphor, because the phrase "called on the government" indicates different from literal meaning. The phrase "called on the government" to substitute the phrase "asked the government".

b. Style

According to the style of euphemism, the script above is formal style. Formal style is an expression on functioning as a single unit and which meaning cannot be worked out from its separate parts.

In this sentence the language that is used by reporter is in formal language which is usually used in the constitutional. On the other hand, when news is broadcasted to the audience by reporter, the language tends to use in formal style.

c. Function

The function of euphemism of the script above is to order or to request. It means the reporter reports that in May Day, the workers order the government to recheck rules on the minimum wage and wipe out the current contract system with employees and called on the government to pay attention to the workers' basic needs. So, the workers order to the government to fulfill the workers' protests.

Script 18

Indonesia This Morning, *30 April 2008*

> **Gusmao hopes that the clarification of Horta's regrets would clear up any hard feelings between two nations. He adds that he will meet senior Metro TV Desi Anwar to clear up accusations that aided and abetted the leader of the attempt on Horta, the late Major Alfredo Reinado.**

a. Type

In the script above, the researcher found one type of euphemism. It is categorized into metaphor. It is the first type of euphemism. It is found in the phrase "hard feeling". It refers to metaphor, because the phrase "hard feeling" indicates different from literal meaning. It means the positive word "hard feelings" is preferred to the word "misunderstandings".

b. Style

Based on the theory of euphemism, the style of euphemism in the script above is consultative style. Consultative indicates a level of language in a formal situation.

It means that the reporter informs that in formal situation Gusmao hopes that Horta's regrets would clear up any hard feeling between Indonesia and Timor Leste.

c. Function

Based on the function of euphemism, the function of the script above is to apologize. It means that the reporter reports that Horta's regrets will be clear up any misunderstanding between two nations, Indonesia and Timor Leste.

4.2 Discussions

Essentially the existence of euphemism is to hide the unpleasant idea to avoid losing face in communication. Furthermore, the use of euphemism is used in word, phrase or sentence. Based on the data analysis stated previously, there are some euphemisms that are formed of *Indonesia This Morning* News on Metro TV. Moreover, this section discusses about the finding that have been found in the previous section.

According to the theory of euphemism that has been explained in the previous section, the researcher found ten types out of thirteen types of euphemism, four styles out of five styles of euphemism, and six functions out of eight functions of euphemism are used in *Indonesia This Morning* News on METRO TV which were broadcasted during April 2008.

4.2.1 Types of Euphemism

The type of euphemism are used in *Indonesia This Morning* News on Metro TV are: acronym and abbreviation. Acronym is proper words created from the initial letter and abbreviation is the proper words created from the initial sound or it is pronounced in a string of letters (Plag, 2003:123).

The next type is idiom which is an expression functioning as a single unit whose cannot be worked out from its separate parts. Another type is metaphor which indicates something different from the literal meaning. The following type is metonymy. It refers to the way of mentioning partial part of the whole. The next type is hyperbole (overstatement) which is used to exaggerate statements to make

the statement different from the literal meaning. The next type is cirlomcution. Cirlomcution is the way to say many words that may be said in a few words. Another type is associative engineering stylist meaning which refers to the meaning of what is communicated in social condition.

The other type that has been found by the researcher is synecdoche, for example the word "Indonesia" which represents the general word for specific word "government". The next type is denial. It is a statement or a proposition used by someone to distinguish the true meaning. And the last type is the use of learned terms of technical jargon. It is either borrowed from another language or constructed from English. For example the word "pedophile" which borrowed from Greek language.

From the ten types of euphemism found by the researcher used in *Indonesia This Morning* News on Metro TV, most types of euphemism that frequently appeared are acronym and abbreviation. According to the researcher, acronym and abbreviation frequently appear because *in* broadcasting the news, the reporter tries to make the word more efficient and interesting to read or to hear, for example, the phrase Komisi Pemberantasan Korupsi that can be more efficient and interesting to be read in the word "KPK". Beside that, the researcher also found other types, such as idiom, metaphor, hyperbole, metonymy, associative engineering, cirlomcution, terms of technical jargon, denial, and dynecdoche. All of them have destination to avoid the loss face from person or group. This is suitable with concept of euphemism that has been stated by the researcher on chapter II.

4.2.2 Styles of Euphemism

Based on the used of euphemism, the style of euphemism can be classified into five styles (Fishman in Rusman, 2000:44). The first style is formal style. It is an expression functioning as a single unit and which meaning cannot be worked out from its separate parts. The second style is consultative style which indicates a level of language in a formal language. The third style is intimate style, means non public, intonation is more important than wording or grammar, and it is private vocabulary, for example, "the number one man in Indonesia". The researcher also found frozen style, that is commonly used in constitution and the language indicates in very, very formal langauge.

All types have been found by the researcher on *Indonesia This Morning* news' script on Metro TV. Most of the styles that frequently appeared in *Indonesia This Morning* News are formal style because in broadcasting the news especially political news, the image is serious and the language that is used by the reporter tends to be formal language. But the researcher also found other styles, such as intimate style, consultative style, and frozen style.

4.2.3 Functions of Euphemism

As mentioned on chapter II, there are eight functions of euphemism have to be considered, such as to convince, to criticize, to accuse, to order or to request, to question, to reject or to refuse, to curse, to promise, and to apologize.

For the eight functions of euphemism, the researcher found six functions such as: to convince, to reject or to refuse, to order or to request, to criticize, to accuse, and to apologize.

All functions of euphemism have been found by researcher in *Indonesia This Morning* News on Metro TV. The function that frequently appeared is to convince because in journalism the language that is used by the writer or the reporter in broadcasting the news tends to inform or convince to the audience that the news is actual or believable. But the researcher also found other functions, such as to order, to apologize, to reject,to accuse and to criticize. This is suitable with the concept of euphemism that has been stated by the researcher on chapter II.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Euphemism used in *Indonesia This Morning* NEWS on METRO TV in april 2008, can be classified into the types, styles, and functions of euphemsim. From thirteen types of euphemism, five styles and nine functions of euphemism. The researcher found ten types of euphemsim, four styles and six functions of euphemism which are used in the news.

The ten types that have been already found by the researcher are: acronym and abbreviation, idiom, metaphor, hyperbole, metonymy, associative engineering, cirlomcution, terms of technical jargon, denial, and dynecdoche. The four styles that have been found by the researcher are: formal style, intimate style, consultative style, and frozen style. And the six functions of euphemism that have been found by the researcher are: to convince, to reject or to refuse, to order or to request, to criticize, to accuse, and to apologize.

From this study the researcher can conclude that the use of euphemism especially in journalism is important and has many advantages, because the users of euphemism try to replace the word or words that are unpleasant to avoid the offense. Besides, euphemism is not only constantly renaming things and repackaging them to make the sound "better" but also it deals with the language customs. To sum up, euphemism is a good instrument to avoid the loss of face and euphemism is not only useful for giving the favorable impression to the public but also useful for hiding the dreatful fact.

In conclusion, to communicate with other people and maintain good harmony, we may use euphemism instead of saying something directly to the people whenever and wherever we think it deals with delicate matters or something unpleasant so that the conflict will not arise. Euphemism is principally determined by the choice of expression within a given or particular context.

5.2 Suggestion

Understanding the text does not just only understand the literal meaning of the text, but also understand the context of the text. By knowing context of the text, we do not just catch the main idea of the text, but also real event behind the text. By knowing the types, styles, and functions of euphemism, the researcher hopes, in reading the text, people do not only take the literal meaning, but also pay attention to the context of the text. By this way, people or the readers do not just catch the main idea of the text but also understand the real event behind the text.

In addition, the researcher realizes that this study is still far from perfection in discussing about the types, styles, and functions of euphemism used in *Indonesia This Morning* News on METRO TV. However, the researcher hopes for further researchers who want to study on the same topic to analyze it more deeper or more specific such as study about metaphor as one of the type of euphemism.

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APPENDIXES

Appendix 1

Type of Euphemism

NO	Euphemism	Type Of Euphemism
1.	*The 11th commission* against both of yudhoyono's candidate for Central Bank governor. Commission members then asked *SBY* to submit three new nominees for the Central Bank governor within the next two days.	Idiom acronym and abbreviation
2.	Boediono will *undergo* the fit and proper test before parliament's eleventh commission on the economy next week.	idiom
3.	Boediono will *take charge* of the Central Bank on may 17, if parliament confirmed his appointment.	metaphor
4.	The legislators favored boediono's nomination for *the post* because of his solid economy background, and his implementation of strong economic policies.	hyperbole
5.	But some lawmakers raised concerns about his incrimination with *the Central Bank Liquidation Fund Scandal*, while others, including eleventh commission head, Max	cirlomcution

	Moein.	
6.	The number one man in indonesia, yudhoyono said that Mulyani is needed *to keep the budget intact* at the finance ministry.	cirlomcution
7.	The judges found Yoyo guilty of sneaking in a group of two dozen dancers during a family day celebration to wave the *RMS* flag in front of President in Ambon last year.	acronym and abbreviation
8.	*Boediono to take helm* of Central Bank	Metonymy metaphor
9.	A member of parliament's *fourth commission*, Al Amin Nasution, was put in jail early Wednesday morning.	idiom
10.	He was arrested in *Ritz Carlton* with his secretary and a female friend.	Metonymy
11.	Information and Communication Minister Muhammad Nuh says the block *fitna* is only effective in Indonesia	Metonymy
12.	as *You Tobe* couldn't pull it out of circulation elsewhere.	Metonymy
13.	*Mr. President Yudhoyono* has banned the movie and its creator from indonesia following the outcry.	associative engineering in stylist meaning

14.	*Molotov cock*tail thrown at *PKS* office in Bandung, West Java, Monday.	Idiom acronym and abbreviation
15.	*KPK* makes more arrests in *Central Bank liquidation funds scandal.*	acronym and abbreviation cirlomcution.
16.	*MUI* and other muslim groups demands *Ahmadiyah*'s disbandment.	acronym and abbreviation Synecdoche
17.	MUI Chairman Cholil Ridwan says the *President Yudhoyono* has the *final say* in disbanding Ahmadiyah.	associative engineering in stylist meaning hyperbole
18.	Judges at the trial of *JI* Military Commander Abu Dujana found him guilty of commitiing terrorist attacks, harboring fugitives and stockpiling arms catches during secterian strife in Sulawesi.	acronym and abbreviation
19.	The judges *handed down* the sentence	metaphor

	Moshadeq after he was found guilty of claiming to be a propert.	
20.	The trial was chaotic, after members of *FPI* beat one of his followes for bringing a weapon to the courtroom.	acronym and abbreviation
21.	Government downplays *Supari and Djalal* controversy.	Metonymy
22.	Supari answered the summons of state secretary Hatta Radjasa to answer reports that she accused Djalal of being foreign agent, because he advocated sending the samples to the *NAMRU*.	acronym and abbreviation
23.	Parliament reject *KPK* search.	acronym and abbreviation
24.	The parliamentarians argue that *they are untouchable*.	hyperbole
25.	The KPK's juridiction in investigating *graft* is unlimited under Indonesia's current laws.	idiom
26.	Indonesia agrees to deport Australian	Synecdoche

	pedhophile.	technical jargon, borrowed term
27.	The workers argue the government to *recheck* current rules on the minimum wage and wipe out the current contract system with employees.	denial
28.	They also *called on the government* to pay more attention to the workers' basic needs.	metaphor
29.	Gusmao hopes that the clarificatio of Horta's regrets would clear up any *hard feelings* between two nations.	metaphor

The Style of Euphemism

NO	Euphemism	Style Of Euphemism
1.	The 11th commission against both of yudhoyono's candidate for central bank governor. Commission members then asked SBY to submit three new nominees for the Central Bank governor within the next two days.	formal
2.	Boediono will undergo the fit and proper test before parliament's eleventh commission on the economy next week. Boediono will take charge of the Central Bank on may 17, if parliament confirmed his appointment.	formal
3.	The legislators favored boediono's nomination for the post because of his solid economy background, and his implementation of strong economic policies. But some lawmakers raised concerns about his incrimination with the Central Bank Liquidation Fund Scandal, while others, including eleventh commission head, Max Moein.	formal
4.	The number one man in Indonesia, yudhoyono said that Mulyani is needed to keep the budget	intimate

	intact at the finance ministry. His statement dispelled rumors that Mulyani will replace Boediono if he leaves office.	
5.	The judges found Yoyo guilty of sneaking in a group of two dozen dancers during a family day celebration to wave the RMS flag in front of President in Ambon last year.	consultative
6.	Boediono to take helm of central bank. He received a nearly unanimous vote to be the next central bank governor. The votes were taken in the parliament's 11th commission at the end of the commission's fit and proper test Monday.	formal
7.	A member of parliament's fourth commission, Al Amin Nasution, was put in jail early Wednesday morning. After undergoing nearly 20 hours of questioning at KPK. He was arrested in Ritz Carlton with his secretary and a female friend.	Formal
8.	Information and Communication Minister Muhammad Nuh says the block fitna is only effective in Indonesia, as You Tobe couldn't pull it out of circulation elsewhere. Mr.	frozen

	President Yudhoyono has banned the movie and its creator from indonesia following the outcry.	
9.	Molotov cocktail thrown at PKS office in Bandung, West Java, Monday. No one was hurt in the attack but a motorcycle owned by a party supported was the badly damage.	formal
10.	KPK makes more arrests in Central Bank liquidation funds scandal. KPK also arrested three Central Bank official for their complicity with the scandal including Central Bank governor Burhanuddin Abdullah.	formal
11.	MUI and other muslim groups demands Ahmadiyah's disbandment. MUI Chairman Cholil Ridwan says the president yudhoyono has the final say in disbanding Ahmadiyah.	formal
12.	Judges At The Trial Of JI Military Commander Abu Dujana Found Him Guilty Of Commitiing Terrorist Attacks, Harboring Fugitives And Stockpiling Arms Catches During Secterian Strife In Sulawesi.	formal
13.	The judges handed down the sentence Moshadeq after he was found guilty of	consultative

	claiming to be a propert. Moshadeq plans to appeal the sentence. The trial was chaotic, after members of FPI beat one of his followes for bringing a weapon to the courtroom.	
14.	Government downplays Supari and Djalal controversy. Supari answered the summons of state secretary Hatta Radjasa to answer reports that she accused Djalal of being foreign agent, because he advocated sending the samples to the NAMRU.	formal
15.	Parliament reject KPK search. The parliamentarians argue that they are untouchable. They say that any KPK search should be overseen by two lawmakers. The KPK's juridiction in investigating graft is unlimited under Indonesia's current laws.	formal
16.	Indonesia agrees to deport Australian pedhophile. The court ruled that extradition 64 years old Charles Barnett is legal, even though he committed no crimes in Indonesia.	formal
17.	The workers argue the government to recheck current rules on the minimum wage and wipe out the current contract system with	formal

	employees. They also called on the government to pay more attention to the workers' basic needs.	
18.	Gusmao hopes that the clarrification of Horta's regrets would clear up any hard feelings between two nations. He adds that he will meet senior Metro TV Desi Anwar to clear up accusations that aided and abetted the leader of the attempt on Horta, the late Major Alfredo Reinado.	consultative

The Function of Euphemism

NO	Euphemism	Function of Euphemism
1.	The 11th commission against both of yudhoyono's candidate for central bank governor.	To reject
2.	Commission members then asked SBY to submit three new nominees for the Central Bank governor within the next two days.	To order/ to request
3.	Boediono will undergo the fit and proper test before parliament's eleventh commission on the economy next week. Boediono will take charge of the Central Bank on may 17, if parliament confirmed his appointment.	To convince
4.	The legislators favored Boediono's nomination for the post because of his solid economy background, and his implementation of strong economic policies.	To convince
5.	But some lawmakers raised concerns about his incrimination with the Central Bank Liquidation Fund Scandal, while others, including eleventh commission head, Max Moein.	To accuse

6.	The number one man in Indonesia, yudhoyono said that Mulyani is needed to keep the budget intact at the finance ministry.	To order/to request
7.	The judges found Yoyo guilty of sneaking in a group of two dozen dancers during a family day celebration to wave the RMS flag in front of President in Ambon last year.	To convince
8.	Boediono to take helm of Central Bank. He received a nearly unanimous vote to be the next central bank governor.	To criticize To convince
9.	A member of parliament's fourth commission, Al Amin Nasution, was put in jail early Wednesday morning.	To convince
10.	Information and Communication Minister Muhammad Nuh says the block fitna is only effective in Indonesia, as You Tobe couldn't pull it out of circulation elsewhere.	To convince
11.	Mr. President Yudhoyono has banned the movie and its creator from indonesia following the outcry.	To refuse/ to reject
12.	Molotov cocktail thrown at PKS office in Bandung, West Java, Monday.	To convince
13.	KPK makes more arrests in Central Bank	To convince

	liquidation funds scandal. KPK also arrested three Central Bank official for their complicity with the scandal including Central Bank governor Burhanuddin Abdullah.	
14.	MUI and other muslim groups demands Ahmadiyah's disbandment.	To convince
15.	MUI Chairman Cholil Ridwan says the President Yudhoyono has the final say in disbanding Ahmadiyah.	To order/to request
16.	Judges at the trial of JI Military Commander Abu Dujana found him guilty of commitiing terrorist attacks, harboring fugitives and stockpiling arms catches during secterian strife in Sulawesi.	To convince
17.	The judges handed down the sentence Moshadeq after he was found guilty of claiming to be a propert.	To convince
18.	Government downplays Supari and Djalal controversy.	To convince
19.	Parliament reject KPK search.	To refuse/ to reject
20.	The parliamentarians argue that they are untouchable.	To convince
21.	The KPK's juridiction in investigating graft is	To criticize

	unlimited under Indonesia's current laws.	
22.	Indonesia agrees to deport Australian pedhophile.	To convince
23.	The workers argue the government to recheck current rules on the minimum wage and wipe out the current contract system with employees.	To order/to request
24.	Gusmao hopes that the clarrification of Horta's regrets would clear up any hard feelings between two nations. He adds that he will meet senior Metro TV Desi Anwar to clear up accusations that aided and abetted the leader of the attempt on Horta, the late Major Alfredo Reinado.	To apologize

Appendix 2

Script of Indonesia This Morning:

Script 1

Indonesia This Morning, 01 April 2008

> *The 11th commission against both of Yudhoyono's candidate for Central Bank governor. Commission members then asked SBY to submit three new nominees for the Central Bank governor within the next two days.*

Script 2

Indonesia This Morning, 02 April 2008

> *Boediono will undergo the fit and proper test before parliament's eleventh commission on the economy next week. Boediono will take charge of the Central Bank on may 17, if parliament confirmed his appointment.*

Script 3

Indonesia This Morning, 03 April 2008

> *The legislators favored Boediono's nomination for the post because of his solid economy background, and his implementation of strong economic policies. But some lawmakers raised concerns about his incrimination with the Central Bank Liquidation Fund Scandal, while others, including eleventh commission head, Max Moein.*

Script 4

Indonesia This Morning, 04 April 2008

> *The number one man in Indonesia, Yudhoyono said that Mulyani is needed to keep the budget intact at the finance ministry. His statement dispelled rumors that Mulyani will replace Boediono if he leaves office.*

Script 5

Indonesia This Morning, 05 April 2008

> *The judges found Yoyo guilty of sneaking in a group of two dozen dancers during a family day celebration to wave the RMS flag in front of President in Ambon last year.*

Script 6

Indonesia This Morning, *08 April 2008*

> *Boediono to take helm of Central Bank. He received a nearly unanimous vote to be the next Central Bank governor. The votes were taken in the parliament's 11th commission at the end of the commission's fit and proper test Monday.*

Script 7

Indonesia This Morning, *10 April 2008*

> *A member of parliament's fourth commission, Al Amin Nasution, was put in jail early Wednesday morning. After undergoing nearly 20 hours of questioning at KPK. He was arrested in Ritz Carlton with his secretary and a female friend.*

Script 8

Indonesia This Morning, *14 April 2008*

> *Information and Communication Minister Muhammad Nuh says the block fitna is only effective in Indonesia, as Youtobe couldn't pull it out of circulation elsewhere. Mr. President Yudhoyono has banned the movie and its creator from Indonesia following the outcry.*

Script 9

Indonesia This Morning, *15 April 2008*

> *Molotov cocktail thrown at PKS office in Bandung, West Java, Monday. No one was hurt in the attack but a motorcycle owned by a party supported was the badly damage.*

Script 10

Indonesia This Morning, *18 April 2008*

> *KPK makes more arrests in Central Bank liquidation funds scandal. KPK also arrested three Central Bank official for their complicity with the scandal including Central Bank governor Burhanuddin Abdullah.*

Script 11

Indonesia This Morning, *21 April 2008*

> *MUI and other Muslim groups demands Ahmadiyah's disbandment. MUI Chairman Cholil Ridwan says the President Yudhoyono has the final say in disbanding Ahmadiyah.*

Script 12

Indonesia This Morning, *22 April 2008*

> *Judges at the trial of JI Military Commander Abu Dujana found him guilty of committing terrorist attacks, harboring fugitives and stockpiling arms catches during sectarian strife in Sulawesi.*

Script 13

Indonesia This Morning, *23 April 2008*

> *The judges handed down the sentence Moshadeq after he was found guilty of claiming to be a propert. Moshadeq plans to appeal the sentence. The trial was chaotic, after members of FPI beat one of his followers for bringing a weapon to the courtroom.*

Script 14

Indonesia This Morning, *24 April 2008*

> *Government downplays Supari and Djalal controversy. Supari answered the summons of state secretary Hatta Radjasa to answer reports that she accused Djalal of being foreign agent, because he advocated sending the samples to the NAMRU.*

Script 15

Indonesia This Morning, *25 April 2008*

> *Parliament reject KPK search. The parliamentarians argue that they are untouchable. They say that any KPK search should be overseen by two lawmakers. The KPK's jurisdiction in investigating graft is unlimited under Indonesia's current laws.*

Script 16

Indonesia This Morning, *26April 2008*

> *Indonesia agrees to deport Australian pedophile. The court ruled that extradition 64 years old Charles Barnett is legal, even though he committed no crimes in Indonesia.*

Script 17

Indonesia This Morning, *28 April 2008*

> *The workers argue the government to recheck current rules on the minimum wage and wipe out the current contract system with employees. They also called on the government to pay more attention to the workers' basic needs.*

Script 18

Indonesia This Morning, *30 April 2008*

> *Gusmao hopes that the clarification of Horta's regrets would clear up any hard feelings between two nations. He adds that he will meet senior Metro TV Desi Anwar to clear up accusations that aided and abetted the leader of the attempt on Horta, the late Major Alfredo Reinado.*

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No	Tanggal	Materi	Tanda Tangan
1	7 Maret 2008	Pengajuan Judul	1.
2	24 Maret 2008	Pengajuan Proposal	2.
3	2 April 2008	Acc Proposal	3.
4	7 April 2008	Seminar Proposal	4.
5	2 Mei 2008	Konsultasi BAB I	5.
6	21 Mei 2008	Acc Bab I & revisi Bab II	6.
7	24 Mei 2008	Acc Bab II	7.
8	7 Juni 2008	Acc Bab II & konsultasi Bab III	8.
9	8 Agustus 2008	Acc Bab III & konsultasi Bab IV	9.
10	13 September 2008	Acc Bab IV &V	10.
11	19 September 2008	Acc Keseluruhan	11.

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Hereby, I certify that the thesis I wrote to fulfill the requirement for Sarjana Sastra (S.S) entitled *"An Analysis of Euphemism Used in Political Context in Indonesia This Morning News on Metro TV"* is truly my original work. It does not incorporate any materials previously written or published by another person, except those indicated in quotations and bibliography. Due to the fact, I am the only person responsible for the thesis if there is any objection or claim from others.

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