

**A STUDY OF EUPHEMISM FOUND IN POLITICAL ARTICLES IN *THE*
NATIONAL SECTION OF THE JAKARTA POST**

THESIS

BY:

LAILI AZKIYAH

NIM 04320033



ENGLISH LETTERS AND LANGUAGE DEPARTMENT

FACULTY OF HUMANITIES AND CULTURE

THE STATE ISLAMIC UNIVERSITY OF MALANG

2008

A STUDY OF EUPHEMISM FOUND IN POLITICAL ARTICLES IN *THE NATIONAL SECTION* OF THE JAKARTA POST

THESIS

Presented to

The State Islamic University of Malang in partial fulfillment of the
Requirement for the degree of “*Sarjana Sastra*”

BY:

LAILI AZKIYAH

NIM 04320033



**ENGLISH LETTERS AND LANGUAGE DEPARTMENT
FACULTY OF HUMANITIES AND CULTURE
THE STATE ISLAMIC UNIVERSITY OF MALANG**

2008

APPROVAL SHEET

This is to certify that Laili Azkiyah's thesis entitled
A Study of Euphemism Found in Political Articles in *the National Section of the Jakarta Post* has been approved by the thesis advisor for further approval by the Board of Examiners.

Approved by
The Advisor,

Acknowledged by
The Head of the English Letters
and Language Department

Dra. Hj. Syafiyah, M.A
NIP. 150 246 406

Dra. Hj. Syafiyah, M.A
NIP. 150 246 406

The Dean of the Faculty of Humanities and Culture

Dr. H. Dimjati Ahmadin, M.Pd.
NIP. 150 035 072

LEGITIMATION SHEET

This is to certify that Laili Azkiyah's thesis entitled **A Study of Euphemism Found in Political Articles in the National Section of the Jakarta Post** has been approved by the Board of Examiners as the requirement for the degree of "Sarjana Sastra"

The Board of Examiners

Signature

1. Galuh Nur Rohmah, M.Pd, M.Ed.

.....

2. Ika Fariyah Hentihu, M.Pd

.....

3. Dra. Hj. Syafiyah, M.A.

.....

Approved by

The Dean of the Faculty of Humanities and Culture
The State Islamic University of Malang

Dr. H. Dimjati Ahmadin, M.Pd.

NIP. 150 035 072

MOTTO

وَقُلْ لِّمَنْ أَمَرَ رَبِّي قَوْلًا كَرِيمًا ۖ

وَقُلْ لِّمَنْ أَمَرَ رَبِّي

قَوْلًا كَرِيمًا

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

(Al-Israa' 17:53)

A language without euphemism would be a defective instrument of communication.

(Robert Burchfield)

DEDICATION

This thesis is dedicated to:

My lovely Father and Mother,

Abdul Ghoni and Thoyyibah

*For their endless great love, care, support and pray.
Without you, I'm nothing. May Allah bless you. Amiin*

My beloved sister and her husband,

Abidatul Khasanah and Ahmad Khozi

Thanks for the endless love, care, support and spirit for me

My funniest niece,

Fikih Nur Diana

*Who is always cheering my life; you always make me want to
go home*

My big families, H. M. Yahya Syukur and H. M. Mashudi

Thanks for everything when we are together

My beloved prince, Achmad Ramadhan

*Thanks for your love, support, motivation, prays and always
accompanying me in happiness and sadness. How lucky I am
to have boy like you*

All my teachers and lecturers,

For their valuable knowledge. Thank for all you have done

ACKNOWLEDGEMENT

All praises and gratitude be to Allah, the Most Gracious and Merciful, who has given me the inspiration, His guidance and blessing in finishing this thesis. Sholawat and Salam are also delivered to the prophet Muhammad SAW who has brought Islam as the Rahmatan Lil Alamiin.

First of all, I am very much indebted to the rector of The State Islamic University (UIN) Malang, Prof. Dr. H. Imam Suprayogo, who has allowed me to study in this University. I am rightfully proud of being the students of The State Islamic University (UIN) Malang.

Likewise, my sincere gratitude also goes to the Dean of Faculty of Humanities and Culture, Dr. H. Dimjati Ahmadin, M. Pd and the Head of English Letters and Language Department, Dra. Hj. Syafiyah, M.A. who have given me valuable knowledge since I studies in The State Islamic University of Malang.

Next, my sincere gratitude goes to Dra. Hj. Syafiyah, M.A as the advisor, who has conscientiously guided me throughout the entire process of the thesis writing all of the constructive comments which helped me to make this thesis more perfect.

My thanks are also dedicated to all of the lectures of the State Islamic University of Malang, especially English Letters and Language Department for being so mind, patients and generous in leading to the worlds which never I knew before with the invaluable knowledge.

Furthermore, I want to express my deepest thanks to my beloved family for their continual moral and material support, especially for my lovely parents, Abdul Ghoni and Thoyyibah, who always give me prays, support and great motivation, both materials and spirituals during my study until complete this thesis, "I dedicated to you, Mom and Dad"

To my beloved sister and her husband, Abidatul Khasanah and Ahmad Ghozi thanks for your motivation, prays, love, support and togetherness. Also, my cute niece Fikih Nur Diana who is always cheering my life; I am proud having a niece like you.

I also wish to express my thanks to my beloved prince, Achmad Ramadhan thanks for your support. Your support is like a splash of water when I am thirsty. You always arouse my spirit to do my thesis, thanks honey!.

To all of my friends in “*Luhur Islamic Boarding House*” Fillah, Elok UK, Abbas, Anam and Cak Yus especially in “*Mbak Daris’ room*”, they are: Rufa, Rizka, Fitri, Sarofah, Reeca, Fiter, Wardah, Ifa, Firoh and Endah thanks for being my nice and comfortable place to share, to cry and to laugh.

My friends of my thesis guidance, Agtifa, Atieques and Aini, don’t forget our beautiful moments when we try to finish our thesis.

All of my *PPL II (Akta Mengajar IV)*’ friends in MAN 3 Malang thanks for support and unforgettable and valuable moments when we teach there.

All of my friends in English Department students’ 2004/2005 of UIN Malang, thank you so much for our unforgettable togetherness.

All of my friends, in the State Islamic Senior High School (MAN Bangil), I would like to extend my thanks for prays and nice friendship experience together. I do love you and miss you all.

And all of people helping me to finish this thesis, which I can not mention one by one, thank you.

Finally, I truly realize that this thesis still far from perfection. Thus, I will always appreciate for the coming constructive comments from the readers. Hopefully, this work can give a valuable contribution to the field of linguistics study.

Malang, September 2008

Laili Azkiyah

ABSTRACT

Azkiyah, Laili.2008. *A Study of Euphemism Found in Political Articles in the National Section of The Jakarta Post*. Thesis. English Letters and Language Department. Humanities and Culture Faculty. The State Islamic University of Malang.

Advisor : Dra. Hj. Syafiyah, M.A

Key Term : Euphemism, National Section, Jakarta Post

Euphemism is endemic in our society due to the fact that it is part of language customs; therefore it has been on every culture. Every generation and every culture develop their own euphemisms; therefore, euphemism is a mental phenomena, almost all culture seem to have certain terms things that people try to avoid mentioning directly. One of the principles of euphemism is that the dispreferred expressions should be replaced by the preferred expressions to execute user's communicative intention on a given occasion or context and to avoid the possible loss of face. However, euphemisms do not necessarily have to deal with taboos or bring negative impact such as a point of deception; it also has positive impact; since, in modern usage, euphemisms are often concerned with politeness. In certain situation using euphemism instead of saying things directly is considered polite.

The objectives of this study are to find out the types and the functions of euphemism found in political articles in the national section of the Jakarta Post. This research is designed by using descriptive qualitative method. They are analyzed inductively through the observation done by the writer herself. The data are collected from Jakarta Post newspaper, especially the national section.

The key instrument of this study is the writer herself. The analysis of the data is categorizing the data based on the types and the functions of euphemism. Second, discussing and interpreting the data from each category based on theories Allan and Burridge, and Brown and Yule. And the last step is discussing the whole data sources and continuing by making conclusion from the result of analysis to find out the types and the functions of euphemism.

As the result, the writer found the main findings of this study included first of all, the types of euphemism indicated that euphemism, which appeared most frequently in the national section of the Jakarta Post, were: metaphor, idiom, hyperbole, litotes, synecdoche, and associative engineering. Then, there were six metaphor, one idiom, one hyperbole (overstatement), one litotes (understatement), three synecdoche, and one associative engineering.

Other types, such as circumlocution, technical jargon, general-for specific, denial, acronym and abbreviation, euphemistic dysphemism, and metonymy were not found. Second, the functions of euphemism, the writer found five functions of euphemism, they were eight informational function, two evaluate function, one organize function, one request function, and one criticize function.

Finally, the writer hopes that this thesis could make contribution to the writer herself especially. The writer herself hopes that this research could give a good contribution to the further writers who will develop and conduct the research

on euphemism. It is hoped for further writer to conduct the research, which not only focuses on type and function of euphemism of written language but also in oral language, for example, in the context of political speech or political campaign. It is also hoped that the study of euphemism is not focused on English language but also in other languages.



TABLE OF CONTENTS

APPROVAL SHEET	i
LEGITIMATION SHEET.....	ii
MOTTO	iii
DEDICATION	iv
ACKNOWLEDGEMENTS	v
ABSTRACT	vii
TABLE OF CONTENTS.....	viii

CHAPTER 1 INTRODUCTION

1.1 Background of the Study.....	1
1.2 Problems of the Study	6
1.3 Objectives of the Study	6
1.4 Scope and Limitation of the Study.....	7
1.5 Significance of the Study	7
1.6 Definition of the Key Terms.....	8

CHAPTER II REVIEW OF THE RELATED LITERATURE

2.1 The Concept of Euphemism	10
2.2 The Categories of Euphemism.....	15
2.3 The Functions of Euphemism.....	19
2.4 Interrelationship between Euphemism and Other Figures of Speech....	21
2.5 Interpretation of Euphemism in News Media.....	23
2.5.1 Co-text.....	24
2.5.2 Mental Models.....	25
2.5.3 Topic Framework.....	26
2.5.4 Knowledge of the World.....	27
2.6 Previous Study	28

CHAPTER III RESEARCH METHOD

3.1 Research Design.....	30
3.2 Research Instrument.....	31
3.3 Data Source.....	31
3.4 Data Collection	32
3.5 Data Analysis.....	32

CHAPTER IV FINDINGS AND DISCUSSION

4.1 Research Findings.....	33
4.2 Discussion.....	44
4.2.1 Types of Euphemism.....	45
4.2.2. The Functions of Euphemism	45

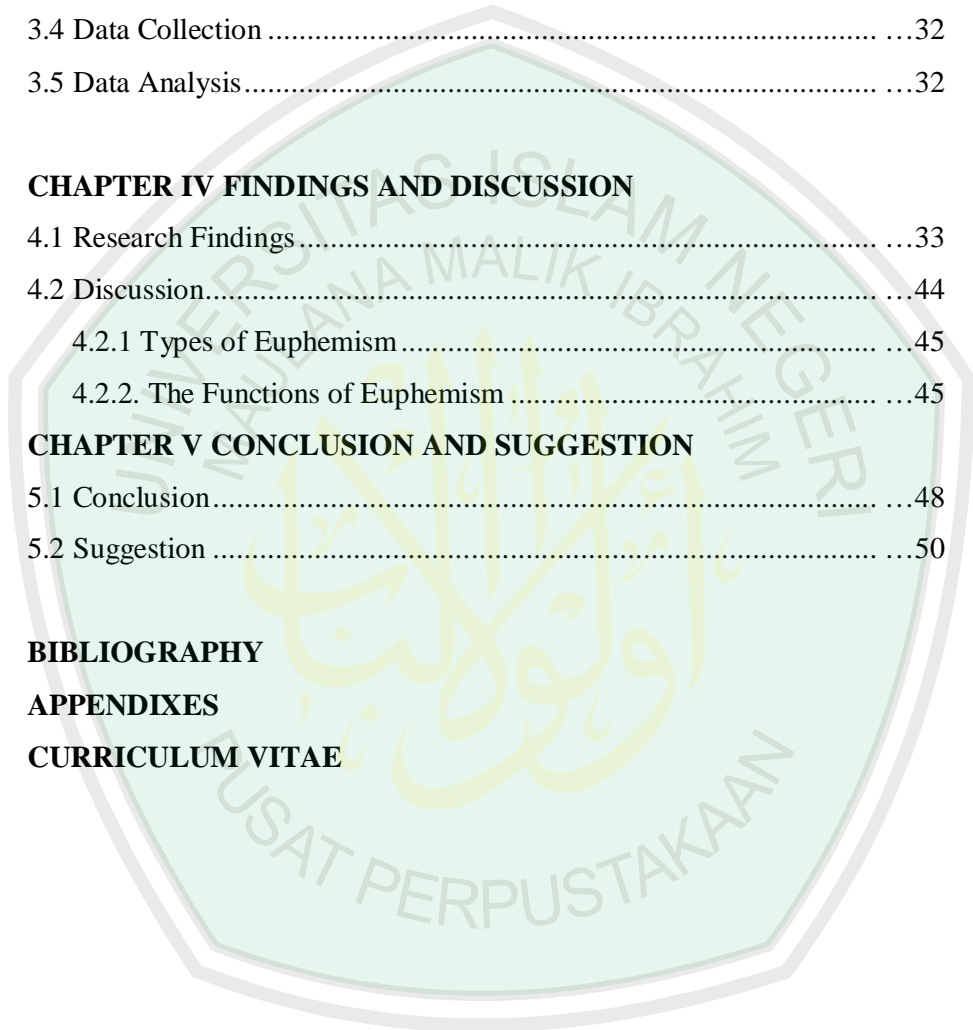
CHAPTER V CONCLUSION AND SUGGESTION

5.1 Conclusion.....	48
5.2 Suggestion	50

BIBLIOGRAPHY

APPENDIXES

CURRICULUM VITAE



CHAPTER I

INTRODUCTION

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

1.1 Background of the Study

Language is a means of transferring thoughts from one to another.

Language is a system of oral or written expression and communication of ideas and emotions or the process, style and vocabulary of such system. Language is one of the main defining features of the human species and such has been of interest to and studied by thinkers for at least several millennia (http://id.wikipedia.org/wiki/definitions_of_language).

Sociolinguistics is the study of language in relation to society. Wardhaugh (1986:12) states that sociolinguistics is concerned with investigating the relationship between language and society with the goal being a better understanding of the structure of language and how languages function in communication. In sociolinguistics, we study society in order to find out as much as we can about what kind of thing language is.

Language is a part of society; linguistic phenomena are social phenomena of a special sort, and social phenomena are in the part of linguistic phenomena. In social phenomena including politic, economy, culture, etcetera. Most of them have their own language and it is not easy to understand for the whole circle of

society. One of them is political language. Language and society have close relationship; language is what members of particular society speak (Wardaugh, 1986:1). Mainly, language besides as a tool to communicate with others it is also as a tool in establishing and maintaining relationship with other people. One of parts of the language custom is euphemism. Every generation and every culture develops its euphemisms.

Euphemism is a word or phrase that replaces a taboo word or serves to avoid unpleasant subjects. Euphemism is used to create harmony and make conversations pleasant and smooth. In social communication, euphemism is important to create harmonious interaction. Euphemisms are found in most of our society, the result of dressing up certain areas in life to make them more presentable (http://id.wikipedia.org/wiki/euphemism_and_dysphemism). Euphemistic words and expression allows us to talk about unpleasant things and neutralize the unpleasantness. Euphemism is endemic in our society; the glorification of the common place and the elevation of the trivial (Wardaugh, 1986:231).

Euphemism is used widely by people, through which they can deliver their real information in a mild way without any harshness (<http://id.wikipedia.org/wiki/euphemism>). So, it is interesting to be discussed. The implementation of taboo makes euphemism endemic and prominent in our society. Societies feel too offensive or embarrassed to speak their taboo without a sort of “cover-up” their language. In English society, euphemism usually occurs not only in oral communication but also in written text like headline and column of newspaper and magazine. In this recent time, many interesting news show up

both political and social phenomenon. Mass media is trying too hard for the best service to present actual news that can be accepted very well by society. However, so many kinds of mass media such as Kompas, Jawa Pos, Republika, Jakarta Post, Tempo, Time, etcetera. Furthermore, those mass media often use euphemism.

One of the 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 (Mazidah, 2007: 04).

The use of euphemism is one of real example of sociolinguistics applications. Wardhaugh (1986: 231) states that euphemism is endemic in society: we are constantly renaming things and repackaging them to make them sound 'better'. With euphemism we make the meaning of words more polite. Based on the form and meaning, Indonesian euphemism differ in terms of culture specific connotation, for example in Indonesia "*bodoh*" is euphemized as "*kurang pandai*" where as in American English euphemism, it is called "*less thoughtful*".

There are some reasons why euphemism is studied. First, it is often concerned with politeness. In certain situations using euphemism instead of saying things directly is considered with politeness. For instance; *do you drink?* The phrase "do you drink?" is a euphemism, instead of "do you take a bribe?" So, euphemism is very effective in substituting words and phrases with negative connotations by using words or phrases more polite. Second, euphemism is the instrument of keeping the relationship in good harmony between reader and writer or speaker and listener (Allan and Burridge, 1991: 07).

Brown and Yule (1983: 326) devices the use of political euphemism is achieved through many sources, such as denial, hyperbole, acronym, litotes (understatement) and metaphor.

In this study, there are four reasons to adopt the theories of Allan and Burridge, and Brown and Yule's in discussing and interpreting euphemism. First, their theories are appropriate to the comprehension of euphemism. To a certain extent, it is more specific in classifying the euphemistic expressions. Second, it covers three devices, which are the most appropriate in interpreting the fixed political expressions, namely co-text, mental model, topical framework, knowledge of the world. Third, it has been used by many discourse analysis researchers and proved to be appropriate for analyzing the euphemistic expressions. Fourth, their theories are decided to be appropriate in interpreting some sources of euphemisms in this study, it is due to the fact that euphemisms much depend upon the context.

The writer chooses the Jakarta Post as the source of data for some reasons. First, Jakarta Post Newspaper uses euphemism in its news bravely. The Jakarta Post as the first local daily newspaper presenting news in foreign language, which is English language. Here, the writer took national section of the Jakarta Post to get the data. Second, national section is the place where reports some actual issues including political affairs dealing with the context of government policy. Furthermore, in this column, we will find much information about hot issues in Indonesia, which consists of many types and functions of euphemism. Third, political articles are chosen because through politics, we will know about the

condition of our country, Indonesia. It contains the condition of economic, social, education, government, and etcetera. Euphemism in most events has become an instrument in a political activity as well including politicians in Indonesia grow up using euphemism in a political discussion and campaign.

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 Yuwan Diana Sari (2004), she wrote Euphemism Used in the Headline of Jakarta Post. Then, Any Mazidah (2007), she wrote “A Study on Euphemism Used in Newsweek Magazine”.

Although both of works of Yuwan Diana Sari and Any Mazidah have the same topic of the study as that of the writer, but their emphasis differ each other. Yuwan Diana Sari tried to find out the euphemism in terms of the type, the style and the function; while, Any Mazidah differently emphasized her study on euphemism not only at finding out the type, the style and the function but also at analyzing of euphemism through the certain approach, including sociolinguistics, psycholinguistics, etcetera, since; euphemism found in U.S affairs section of Newsweek Magazine is derived from many specific aspects.

Unlike the previous studies, this study is aimed not only at finding out the type and the function of euphemism but also at describing the frequency of euphemistic expression used by domestic politicians in political articles in the national section of the Jakarta Post is derived from politeness aspect in order to find out as much as domestic politicians using euphemistic expression in communication.

Based on the explanations above, the writer is eager to investigate euphemism used in political context in *National Section of the Jakarta Post*. Therefore, the writer chooses the title “A Study of Euphemism Found in Political Articles in *the National Section* of the Jakarta Post”.

1.2 Problems of the Study

In line with the background of the study described above, the writer tries to describe euphemism found in political articles in the national section of the Jakarta Post. More specifically the main questions are formulated as follows:

- 1.2.1. What are the types of euphemism found in political articles in the national section of the Jakarta Post?
- 1.2.2. What are the functions of euphemism found in political articles in the national section of the Jakarta Post?

1.3 Objectives of the Study

The objectives of the study are:

- 1.3.1. To find out the types of euphemism found in political articles in the national section of the Jakarta Post
- 1.3.2. To find out the functions of euphemism found in political articles in the national section of the Jakarta Post

1.4 Scope and Limitation of the Study

To be well focused the scope and limitation of the study need to be clarified especially the specific aspects discussed as the focus of this study. This study focuses on the type and function of euphemism found in national section of the Jakarta Post based on theories of Allan and Burrige, and Brown and Yule. Euphemism found in national section is derived from the text concerning government policy or politics. The data source of this study is political articles in the national section of the Jakarta Post in April 1st up to April 30th 2008, because there were special issues concerning the preparation of general election 2009 and the BLBI (Bank Indonesia Liquidity Support) cases.

In addition, at the time, there were many other interesting news that were found in the national section of the Jakarta Post such as *Central Bank cases*, *Al-Amin Nasution cases* and *deportation of Australian pedophile*.

In this study, the writer limits the use of Euphemism in political context in the National section of the Jakarta Post by investigating the types and functions.

1.5 Significance of the Study

The result of the study is expected to give contributions to the related study both theoretically and practically.

1. Theoretical Significance

The result of this study is expected that it can be a contribution for sociolinguistics study especially on euphemism, we will know what euphemism means and we will also find out what the types and functions of euphemism found in political articles in the national section of the Jakarta Post.

2. Practical Significance

The result of this study is also expected to give practical contribution. To the students, this study helps the student to know and understand about sociolinguistic study especially on euphemism. To the teachers, the result of this study is expected to be a contribution or additional material for sociolinguistic course. Besides that, the writer hopes this thesis will be useful for other writers as a reference for further research.

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: 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 third party. The dispreferred or offensive expression may be taboo, fearsome, distasteful, or have negative connotation to execute the speaker's communicative intention on a given occasion or context, in this case euphemism found in political articles in the national section of the Jakarta Post.
2. Taboo: The prohibition in any society of behavior believed to be harmful to its member in that it would cause them anxiety, embarrassment or shame.
3. Jakarta Post: The famous English newspaper written and edited worldwide audience. This newspaper spreads over the world including in Indonesia.
4. National Section: One of sections in the Jakarta Post reports some actual issues in Indonesia including political affairs dealing with the context of government policy.
5. Political article: A literary composition about political condition of the country, it contains the condition of economic, social, education, government, and etcetera.

CHAPTER II

REVIEW OF THE RELATED LITERATURE

This chapter discusses the concept of euphemism, the categories of euphemism, the function of euphemism, interrelation between euphemism and other figures of speech, interpretation of euphemism in news media, and the previous studies.

2.1 The Concept of Euphemism

The word of “euphemism” originated from the Greek language, *euphemismos*. *Eu* means good and *phemism* means speech. Therefore, euphemism means to speak fairly or a good speech. In other words, a euphemism is a word or phrase that replaces a taboo word or serves to avoid frightening or unpleasant subjects (Victoria Fromkin, Robert Rodman, et al, 1990: 479). There are many concepts of euphemisms, according to the Concise Oxford Dictionary; a euphemism is a vague expression that is used to conceal a harsh reality. In effect, euphemisms reduce precision of thought. The word euphemism, however, precisely names the phenomenon, so it does not conceal anything. Wardaugh (1986: 237) states that euphemism refers to certain things are not said. Not because people do not talk about those things, or, if those things are talked about, they are talked in very roundabout ways.

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 some 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 (<http://id.wikipedia.org/wiki/taboo>).

The definition of euphemism as we know today is similar, it is the substitution of mild on inoffensive expression for one that may offend or suggest something unpleasant. A euphemism is a word or phrase that is used in place of a disagreeable or offensive term. Euphemisms are used to hide unpleasant idea, even when the term for them is not necessarily offensive (Friedman in Sari, 2004: 09).

Furthermore, Friedman in Sari (2004: 9-10) states that the process of coining euphemism is called taboo deformation. The method of historical euphemistic can reveal tracks of taboo deformation. Several are known to have accurate in Indo-European language. For example include the original Indo-European words for bear (*rktos) and deer (originally, hart). In different Indo-European language, each of these words has difficult etymologies because of taboo deformation, a euphemism was substituted for the original and the form of original word no longer occurs in the language. Euphemism can be eventually taboo words themselves through a process for which the linguistics Steven Pinker has coined the term euphemism is treadmill, which is comparable to Gresham's law acquires all the negative connotation of its referent and has to be replaced by a

substitute. In extreme cases, the process can happen in many kinds, and indeed may still be happening.

The phenomena mentioned above indicate that there are some disagreements over whether certain terms are or are not euphemism. For example, sometimes, the phrase visually impaired is labeled as a politically correct euphemism for blind. However, visual impairment can be a broader term, including for instance people who have partial sight in one eye, a group that would be excluded by the word blind. The latter is generally used more often in the sense of something deliberately offensive, while the former can be either offensive. There are necessary a lot of subjectivity involved, because connotations easily changes over time. Another example, idiot was one of the neutral one, so the word retarded was pressed into service to replace moron. Now that too is considered rude and as a result, new terms like mentally challenged (<http://id.wikipedia.org/wiki/euphemism>).

The existence of euphemisms are used to hide unpleasant ideas, even when the term for them not necessarily offensive. This kind of euphemism is used extensively in the fields of public relations and politics. For example: *collateral damage* for *civilian casualties*, *gay* for *homosexual*. The existence of taboo words or taboo ideas stimulates the creation of euphemism (Fromkin, et.al, 1999: 427).

In addition, euphemism also happens in Indonesian language that we find in society everyday. We can find the euphemistic words or phrase such as: *Pembantu rumah tangga* to substitute *babu*, *kolusi* to substitute *kongkalikong*, *lembaga*

permasiyarakatan to substitute *penjara*, and etcetera (Ohoiwutun in Sari, 2004: 11).

Euphemistic words and expressions allow us to talk about unpleasant things and neutralize the unpleasantness, such as the subject of death and dying, unemployment and criminality, they also allow us to give labels to unpleasant tasks and jobs in an attempt to make their sounds almost attractive (Sari, 2004: 12). Euphemism is endemic in our society; the glorification of the common place and the elevation of the trivial, we are constantly renaming thing and repackaging them to make them sound better, it is renaming of reality to fit a new order of society (Wardough, 1986:231).

Euphemism has existed throughout recorded history. It is used as an alternative to a dispreferred expression, in order to avoid loss of face; either one's own face or though giving offence. But in English, many of them called *taboo terms* are avoided because they used regarded as distasteful within a given social context (Fishman in Sari, 2004:12). They are dispreferred, not from physical or metaphysical harms, but lists the speaker lose face by offending the sensibilities of their audience. Some speakers would claim that the utterance of taboo term would offend their own sensibilities because of the supposed unpleasantness or ugliness of the taboo terms themselves.

In western society, euphemism is typically the polite to do and offensive language is little more than the breaking of the social convention. Many euphemisms are alternative for expression of speakers or writers would simply prefer not use in given occasion. In our current era of self-congratulatory equality

for all, their event legally recognized sanctions against what may broadly be called “its language” different between human is now something that must be euphemized (Burridge, 1991:02).

Euphemism in this study refers to euphemism used by politicians and news reporters who deal with political affairs dealing with the context of government policy (politics, social, economics, health and education), in relation to Bureaucrat, Human Rights, General Election Campaign, Military force, Religion, Government administration and Diplomacy). Politicians are masters of euphemism (http://id.wikipedia.org/wiki/political_euphemism).

Euphemism is also as a part of the language custom, it has been or 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 these cases names are concealed, or replaced for self-protection (Saville-Troike M, 1982: 200).

Language as a part of culture and it is influenced by culture. It expresses and embodies the cultural reality, so does the English euphemisms. The words and expressions of English euphemism reflect the English speaker's attitude, facts, beliefs, ideas, values and knowledge in communication. Speakers identify themselves and others through the use of their language; they view their language as a symbol of their social identity and their culture. So the use of English euphemism is also a symbol of English people's social identity and culture. In the

same way, taboos and euphemisms are often viewed as the rejection of their social group and culture (http://id.wikipedia.org/wiki/taboo_and_euphemism).

2.2 The Categories of Euphemism

Euphemism generally can be classified on the basis of its use. Allan and Burridge (1991:14) propose that there are thirteen types of euphemism. The first type is metaphor, which indicates something different from the literal meaning. For example, *she is an old bag* means *she is an unattractive, old woman*, and then it is used in the right context. In this context, metaphor is not a device of poetic imagination, but it is used as an ordinary language. Metaphor is persuasive in everyday life, not just in language but also in thought and action (Lackoff in Rusman, 2000:18). Metaphor makes an implied comparison between two unlike elements having at least one quality or characteristic in common. To be euphemistic, we can also compare an unpleasant one to a pleasant or less unpleasant one.

The second type 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 thing, for example: *kick the bucket* means *die*, *chew the fat* means *talk*. Not all of idioms are used as euphemism for things we feel uncomfortable speaking of directly (Chaika, 1982: 200). Third, circumlocution, saying in many words what may be said in a few words, for example: *little girl's room* means *toilet*, *categorical inaccuracy* means *lie*.

The fourth type is acronym and abbreviation. Acronym is proper word created from the initial letter two of the words in a phrase pronounced like other

words, such as *SNAFU* means *normal situation*. By contrast abbreviation is not from proper words, and so it is pronounced as strings of letter, 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). Fifth, general-for-specific, a one-for-one substitution. There are various subclasses of general-for-specific the euphemism just mentioned is whole-for-part, for example; *person* for *penis*, and part-for-whole, for example, *spend a penny* means *go to the lavatory*. Sixth, Hyperbole that uses exaggerated statements made for effect not intends to be taken literally, for example, *waves as high* means *Everest*. In addition, hyperbole (overstatement) is also found in euphemism like *flight to glory* means *death*. Seventh type is litotes (understatement) that uses a negative form to express the contrary, for example, *it was not an easy matter* means *it was very difficult*. In addition, there is another kind of euphemistic understatement like *sleep* means *die*. Litotes (understatement) refers to expression in restrained language. It is an avoidance of explicit emphasis, so when people are not willing to completely show their feelings, ideas or attitudes, they tend to use it to avoid absoluteness and achieve politeness (Sari, 2004: 14).

The eight type of euphemism is technical jargon, instead of common terms and some technical jargon is either borrowed from another language.

Allan and Burrige (1986:4) further state that most languages seem to have some euphemisms based on borrowed words or morphs, for example, in American

English, *diabetes* means *to go a lot* is borrowed from Greek. Using words borrowed from other language to function of euphemism is characteristic of many languages.

The ninth type is denial, a statement or a 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 (Mazidah, 2007: 19).

The tenth type is euphemistic dysphemism, which shows the locution in euphemistic but the illocution on dysphemism. A dysphemism is an expression with connotations that are offensive either about the denotatum or to the audience, or both, and it is substituted for a neutral or euphemistic expression for that just reason. For example, A: "*in the mid-1980s the U.S.S.R claimed to have been invited into Afghanistan*". B: "*But the Americans claimed that Russians were aggressor there*". The word *invited* indicates locution in euphemisms; while, *aggressor* indicates illocution on dysphemism (Mazidah, 2007: 19).

In addition dysphemistic euphemism that shows dysphemistic in locution while euphemism in illocution, for example, A: "*We don't want our daughters to be Washington interns*". B: "*Lewinsky had been made Clinton's impeachment*" (Mazidah, 2007: 19).

The eleventh type is metonymy, which refers to the naming only a part, such as the inventor of the owner since the meaning is closely related. For example, *He reads Andrea Hirata*. *Andrea Hirata* refers to the author of some novels and the meaning is actually he reads *Andrea Hirata's novel*.

The twelfth type is synecdoche. Synecdoche means general to 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* meant *the responsible of* (Mazidah, 2007: 20).

The last type of euphemism is associative engineering, which shows the change of semantic or meaning of the words or phrases. Meaning can be classified into denotative and connotative meanings (Sari, 2004: 17).

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 in any world and time (historical, fictional, and imagined) that may be spoken of. The connotations of a word or longer expression are semantic effects (nuances of meaning) that arise from encyclopedic knowledge about the word's denotation and also from experiences, beliefs, and prejudices about the contexts 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* refer to pro-abortion. 2) Stylist meanings referring to the meaning of what is communicated in a social condition, for example: *Madame, Professor Smith* refers to the style of a polite greeting. 3) Affective meanings referring 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 woman. 5) Collocative meaning referring to the meaning which associates with other words, such as *brilliant girl, bright boy*. 6) Conceptual meaning referring to the definition or denotative meaning, for example: *prevaricates* meaning to lie.

One word or expression may have more than one image or meaning such as *visually impaired* or *visual disorder* or *sight deprived* meaning *blind* and *harvesting* meaning *killing* (Parera in Mazidah, 2007: 21). In contrast, two expressions or more may have the same image, for example: *walk, run, crawl, and roll*.

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

2.3 The Functions of Euphemism

The functions of euphemisms are classified according to the way in which they contribute to the context of the text. The texts under consideration, four functions are seen, according to whether the expression primarily informs (conveys new information), evaluates (conveys writer's opinion or attitude), modalizes (conveys writer's attitude toward the truth-value of his/her utterance or writing), or organizes and functions as a discourse signal (Mazidah, 2007: 35).

To these functions may be added a fifth, the political euphemism that shows a reader's reaction to something in the extra linguistic situations, namely apology, denial, convince, curse, request, criticism, question, promise and order (Moon in Rusman, 2000: 45).

In addition, it is also essential to state the positive and negative impact of political euphemism which always appears in mass media both electronic and printed media. In this era, some politicians in Indonesia use euphemism purposely in the politic campaign while they are trying to attract the attention from the public, others do not use them in the political field. Both approach positive and negative, the writer might mention some of the positive and negative of each. The authority of language almost monopolizes the meaning by smoothening its meaning (euphemism) to get power legitimization (Rahardjo in Sari, 2004:21).

In the context of politics, it goes without saying that euphemism are used largely because some politicians are trying to avoid lose of face. Recently, there has been a wide interest in using euphemistic expressions that are used by Indonesian politician by the executive officials. For example, in saying the bank will be closed down or it will stop operating: *liquidation* 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 of economics, they can be political euphemisms when they are used in the context of politics. It is not only important for pleasing the public but also it is also important to avoid the politician's face. First, the reason to use euphemism is that the users try to replace the word or words that are unpleasant to

avoid the offence. Second those whose are engaged in making the mistakes, the errors and at the animosity by using euphemism. In short, euphemism is not only useful for giving the favorable impression to the public but it is also useful for hiding the dreadful fact (Burrige, 2004: 03).

On the other hand, the negative impacts are the kind of deceptive euphemism such as *IMF contribution* having a negative impact, because it is not the contribution but it is a 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 always causes much new problems because it manipulates a real meaning and it can damage other people (Rahardjo in Sari, 2004: 22). It is not beneficial, but it is still emotionally needed. In this context, this kind of euphemism has a negative impact (Clark and Rosa in Rusman, 2000:49).

The following are the examples: 1) *to inform*, for example, “Urip was *caught red-handed* receiving some US\$660,000 from Artalita Suryani, who is linked to a BLBI debtor, Sjamsul Nursalim”. 2) *to evaluate*; “He *had handed* all of the money over to the anti-graft body”. 3) *to organize* (convince), for example, “Golkar Party chairman Jusuf Kalla *remains upbet* his party will win next year’s General Election despite recent losses for party candidates in a number of gubernatorial elections”, 4) *to request*; for example, “*Majority of parties* file *complaints* over polls”. 5) *to criticize*, for example, “Gus Dur Opened the meeting, which was also attended by *top party executives*”.

In conclusion, euphemism has a negative impact because there is a point of deception; therefore, it has many positive impacts. First, the public could be frustrated. Second, the people are deceived. In other words, the use of euphemism is not profitable in this context. For instance the *IMF contribution* (the loan from IMF). On the other hand, euphemism has many advantages. First, it is emotionally needed in with the politeness. For instance; *do you drink?* The phrase “do you drink?” is a euphemism, instead of “do you take a bribe?” So, euphemism is very effective in substituting words and phrases with negative connotations by using words or phrases more polite. Second, euphemism is the instrument of keeping the relationship in good harmony between reader and writer or speaker and listener (Allan and Burridge, 1991: 07).

2.4 Interrelationship between Euphemism and Other Figures of Speech

Many euphemisms are figurative. Euphemism intersects and interrelates with the other figures of speech. There are some characteristics for judging the intersection between euphemism and the other figures of speech. First, euphemism is used to avoid being offence. The euphemism often covers up unpleasant things. Then, euphemism is not restricted to the lexicon. Unlike euphemism, metaphor refers to a word or an expression that uses comparison, association and relationship, therefore, metaphor deal with both unpleasant things. Both metaphor and euphemism interact with each other. Consequently, the metaphor covering up something unpleasant is called euphemism. Furthermore, Troyka as quoted by Rusman (2000:25) states that a metaphor is a comparison

between the dissimilar things without using *like* and *as*, for example, *He is a lion in the flight*. Lion is compared with the warrior and the bravery and violence. The term metaphor is defined, as a linguistic expression that signifies a concept beyond its literal meaning.

Furthermore, the metaphors, which deal with something, distasteful or unpleasant, are called euphemism. In conclusion, metaphors are larger in the scope of connotation than euphemism and metaphors deal with both unpleasant and pleasant things, while euphemism deals only with the unpleasant things. Yet, both are closely related with the connotative meanings. Both euphemism and metaphor interact and intersect each other.

Moreover, there are some other figures of speech that are necessary to discuss. The form of hyperbole is commonly used in euphemism, for example, *home* means *house*. Hyperbole is also commonly used in political campaign and advertisement (May and Nisbet in Rusman, 2000: 25). This kind of exaggeration can be regarded as one of categories of political euphemism. Political euphemism can sometimes be achieved by two reasons; first, positive words are emphasized. Second, associative engineering as a deceptive promise is designed to conceal the harsh fact, fog up communication and magnify the positive aspect of the promise.

The following figure is litotes. Litotes is also called by understatement, which is frequently a type of euphemism when it is used to weaken the meaning. For example, *kurang pangan* (*nutritionally deficient*) is considered as political euphemism, for some reasons. First, it is a kind of deception for gaining the

positive attitude from the public opinion. Third, it is used to cover up or conceal the harsh fact (Sari, 2004: 25).

2.5 Interpretation of Euphemism in News Media

The term of *interpretation* refers to something that is different from more decoding a text. Interpretation involves the imposition of one's own knowledge, experience, belief and expectation on what one reads (Kachru in Rusman, 2000:27).

In contrast to Brown and Yule (1983:326) devices the use of political euphemism is achieved through many sources, such as denial, hyperbole, acronym, litotes and metaphor.

In the context of the political issues, there are some statements, which are different in form, but they have the same meaning or content. In summary, the ideational function is suitable in analyzing the dishonest euphemism, namely the dishonest euphemistic denials that commonly appears in the Indonesia and American News Media.

The interpretation of euphemism in news media is 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 purpose. In this case, what news event is going on?" (2) *"Who's involved?"* it deals with subject positions and associated with the speaker, addressee, and etcetera. (3) *"In what relations?"* it deals with in terms of what relationships of power, social distance, and so forth are set up and enacted in the 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 (Fairlough, 1989: 47-48).

2.5.1 Co-text

Halliday in Brown and Yule (1983:46) states that co-text means the words occur in discourse are constrained by what. However, the case that a sentence other than the first in a fragment of discourse will have the whole of its interpretation forcibly constrained by the preceding text, not just those phrase 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 the utterances link up with heir 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 notion 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 texture. Text creates its own context. As a result, co-text is an appropriate device in interpreting euphemism.

2.5.2 Mental Models

One of the essential devices in interpreting euphemism discourse is mental model. Most news based on mental models. Mental models are a representation in the form of an internal model of the state of affairs characterized by the sentence and a view of how we interpret discourse (and experience) does not appeal to stereotypic knowledge or fixed storage system. Mental models embody constructions of some of the properties of the event, they are unique and personal, and feature knowledge (and opinions) about one specific state of affairs or event with its own unique parameters of time place, actions, events, and participants (Van Dijk, 2003: 12).

Mental models of experiences are typically ideologically biased if these experiences have been interpreted by people as group members. Given a specific experience (mental model), the context model will select which of the knowledge or opinions as represented in a model of some reportable is relevant, interesting, and etcetera for the recipients (Mazidah, 2007: 28).

As Johnson-Laird in Brown and Yule (1983: 252) observe model theory relates language to the world, but not the way of human mind. What a psychologically interesting model-theory has to be concerned with is that. In so far as natural language relates to the world, it does so through the mind's innate ability to construct models of reality. These models of reality are, of course, representation of the way the world is.

They may differ from one individual to the next. Mental models represent how people subjectively construe the events of the world through their experiences. Mental models are therefore individual interpretation.

2.5.3 Topic Framework

In understanding euphemism, the topic framework is used; first the analysis is based on what features of context were relevant in the interpretation of a particular fragment of discourse (Mazidah, 2007: 29). Then the analysis is based on the need of the speaker especially the politician's decision making of the government. By a topic framework is meant one possible paraphrase of a sequence of utterances and what is required is a characterization of "topic" would allow each of the possible expressions, including titles, to be considered (partially), thus incorporating all reasonable judgments of "what is being talked about" (Brown and Yule, 1983: 74-75).

2.5.4 Knowledge of the World

Knowledge of the world plays an important role in judging euphemism. This general knowledge about the world underpins our interpretation not only of discourse but virtually every aspect of our experience (Brown and Yule, 1983: 74). Therefore, the knowledge of the world deals with the knowledge and past experience of the writer and the reader.

Van Dijk (2003) states that in the process of abstraction and generalization bring us from personal mental models of specific events to socially shared general

knowledge and other beliefs. If models of actions and events are generalized such that not only time and place, or (some action properties, self), then the models may take the form of socially shared scripts or other knowledge schema, for instance about types of objects, animals, people, groups, or social structures. Together, such knowledge types are traditionally called *knowledge of the world*.

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.

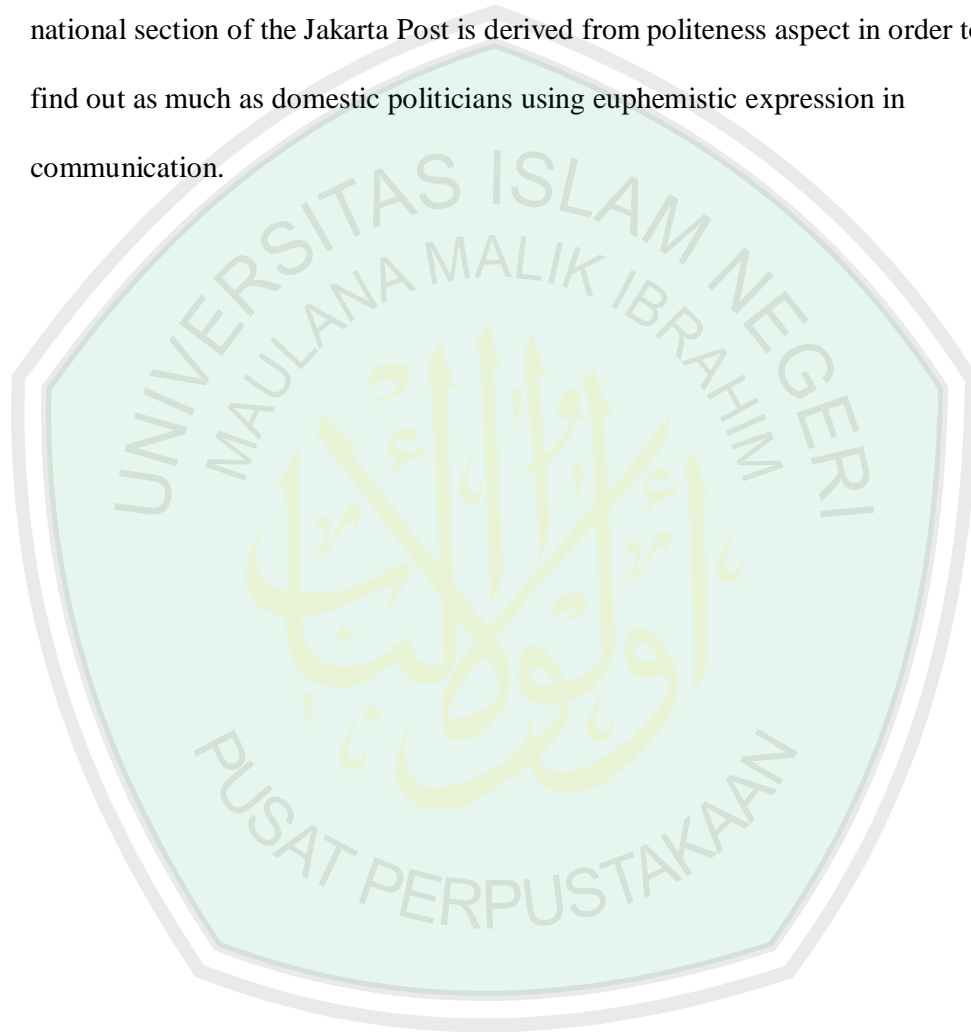
Yuwan Diana Sari (2004) also conducted the research related to euphemism, she wrote “Euphemism Used in the Headline of Jakarta Post”. She studied about types, styles and functions of euphemistic expression used in the Headline of Jakarta Post in May 2004. She found eight types of euphemism; those types were metaphor, idiom, acronym and abbreviation, hyperbole, litotes, denial, synecdoche, and associative engineering. In addition, she found four styles of euphemism; those were frozen style, formal style, intimate style, and casual style.

She also found six functions of euphemism, such as to evaluate, to convince, to inform, to criticize, to request, and to reject or to refuse.

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 most frequently in Newsweek Magazine, such as frozen style, formal style, and intimate style. She also found three functions of euphemism, are: to inform, to evaluate, and to convince.

Although both of works of Yuwan Diana Sari and Any Mazidah have the same topic of the study as that of the writer, but their emphasis differ each other. Yuwan Diana Sari tried to find out the euphemism in terms of the type, the style and the function; while, Any Mazidah differently emphasized her study on euphemism not only at finding out the type, the style and the function but also at analyzing of euphemism through the certain approach, including sociolinguistics, psycholinguistics and etcetera, since; euphemism found in U.S affairs section of Newsweek Magazine is derived from many specific aspects.

Unlike the previous studies, this study is aimed not only at finding out the type and the function of euphemism but also at describing the frequency of euphemistic expression used by domestic politician in political articles in the national section of the Jakarta Post is derived from politeness aspect in order to find out as much as domestic politicians using euphemistic expression in communication.



CHAPTER III

RESEARCH METHOD

This chapter presents the research method and the procedures designed to answer the research questions. The discussion covers: the research design, research instrument, data source, data collection and data analysis.

3.1 Research Design

In this research, the writer uses descriptive qualitative approach in sociolinguistic field, more specifically text analysis that design about how the way writer tries to find out the types and functions of euphemism found in political articles in the national section of the Jakarta Post. As stated by Newman (Rusman, 2000) that qualitative data tends to be in the form of words and sentences than numbers.

Ari (1979) states that descriptive research was designed to obtain information concerning the current status phenomena. He states that text analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the material, the material analyzed can be textbooks, newspapers, speeches, television programs, advertisement, or any of a host of other types of the text. Related to the text analysis, Deinzin in Sari (2004) states that are equally, different types of the text have to be understood in the context of their condition of production and reading. This study described the types and the functions of euphemism found in political articles in the national section of the Jakarta Post.

3.2 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 main instrument of this study is the writer herself; the writer herself in finding the data because this research cannot use any other research instruments to obtain the data. She spends a great deal of time reading and understanding the Jakarta Post especially political articles in the national section of the Jakarta Post that aimed to find out the types and functions of euphemism. Here, the writer use field notes to write those in April 1st up to April 30th 2008 because there are many types and functions of euphemism found in those months. The writer takes notes the data, which use euphemism.

3.3 Data Source

The source of the data in this research is the Jakarta Post more specifically on national section published in April 1st up to April 30th 2008. The language used in this newspaper considered very formal. The data needed were gathered from twenty-six articles and twenty of them involve political topics. To find out the data, the writer only focused on one political article in the National section from each Newspaper, which is one section, consists of several political articles.

The writer took it because the writer tried to get the most up to date issues during this research concerning the preparation of general election 2009, the BLBI (Bank Indonesia Liquidity Support) cases and many other interesting news that were found in political articles in the national section of the Jakarta Post such as

Central Bank cases, Al-Amin Nasution cases and deportation of Australian pedophile.

3.4 Data Collection

The data of this study collected by using several steps, first step is collecting the political articles in the national section of the Jakarta Post published in April 1st up to April 30th 2008. Second, selecting some political articles, which contain euphemism. Third, reading the political articles. And the last step is classifying the euphemistic expression based on the theories of Allan and Burridge, and Brown and Yule.

3.5 Data Analysis

After obtaining the data from the political articles in the national section of the Jakarta Post, the writer then analyzes the data by using several steps. First step is categorizing the data based on the types and the functions of euphemism. Second, discussing and interpreting the data from each category based on the theories Allan and Burridge, and Brown and Yule. And the last step is discussing the whole data sources and continuing by making conclusion from the result of analysis to find out the types and the functions of euphemism.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter is only confined to the finding and discussion. As has been mentioned in chapter III, the data of the study are euphemism found in Jakarta Post Newspaper especially in the National section. The writer would like to enroll out her finding about types and functions of euphemism.

4.1 Research Findings

Based on data analysis on the National section of the Jakarta Post newspaper, which was published from 1st April up to 30th April 2008, the writer finds twenty-six articles and twenty of them involve political topics. Moreover, the writer finds thirteen articles, which contains euphemism. The findings are presented as the followings:

Data 1:

Jakarta Post, Tuesday 1st April 2008

“Urip was caught red-handed receiving some US\$660,000 from Artalita Suryani, who is linked to a BLBI debtor, Sjamsul Nursalim”.

From the text above that the positive word *caught red-handed* is used to substitute the word *caught directly*. It means that Urip Tri Gunawan was caught directly by the Corruption Eradication Commission (KPK) receiving some US\$660,000 from Artalita Suryani involves the Indonesian Banking Liquidity Support (BLBI) case. The word *caught red-handed* indicates something different

from the literal meaning, so the word *caught red-handed* considered as metaphor, the first type of euphemism. Using the word *red-handed* make the meaning of word more polite than using the word *caught directly*.

The function of this text is to inform. The writer conveys the fact that Urip Tri Gunawan was caught red-handed receiving some US\$660,000 from Artalita Suryani, who is linked to a BLBI debtor, Sjamsul Nursalim.

Data 2:

Jakarta Post, Thursday 3rd April 2008

“Pedophile suspect to be sent home”.

The word *home* from the text above is litotes (understatement). Litotes uses a negative form to express the contrary, the word *home* is not considered as a place where the people stay and live in it, however, it has a connotative meaning namely Australia, a country where the pedophile suspect come from.

The function of this text is to inform that the writer conveys the fact that Australian government request to the Indonesian government to send back the pedophile suspect to their country.

Data 3:

Jakarta Post, Friday 4th April 2008

“His dismissal was at Gus Dur’s request, who claimed he had received a report saying his nephew planned to hold an extraordinary meeting to topple him as party patron”.

According to the text above, the word *topple* is metaphor, the first type of euphemism. It means *to make fail over*. The word *topple* is preferable than the word *to make fail over*. The chairman of the National Awakening Party (PKB) Muhaimin Iskandar as Gus Dur’s nephew accused seven party members planned to hold an extraordinary meeting to make fail over his uncle (Abdurrahman Wahid) as party patron, Muhaimin denied the accusation.

The function of this text is *to inform*. It means the writer conveys information that Muhaimin Iskandar as Gus Dur’s nephew accused seven party members planned to hold an extraordinary meeting to make fail over his uncle (Abdurrahman Wahid) as party patron.

Data 4:

Jakarta Post, Tuesday 8th April 2008

“ *Majority of parties file complaints over polls*”.

The word majority of parties above use synecdoche, the twelfth type of euphemism. Synecdoche is a statement to express specific to general or general to specific. The text above is a statement to express general to specific, the word majority of parties refers to most of parties that follow in General Election. It

includes seven opposition parties for instance PKB (National Awakening Parties), PDI-P (Indonesia Democratic Party of Struggle), PPP (The United Development Party), PAN (The National Mandate Party), PKS (The Prosperous Justice Party), Golkar Party and Democratic Party, as political party in General Election 2009.

Moreover, the word complaints refers to hyperbole, the sixth type of euphemism. Hyperbole (overstatement) is statement made for effect not intends to be taken literally. The word complaints means a request of rejection toward KPU (General Election Commission) to recheck the result of over polls. This rejection appears when some political parties show awkwardness of over poll in some districts of Indonesia. They bring this case to Commission Constitution (Komisi Konstitusi) to be judged. As a result, Constitution Commission fulfills their complaints; it means that there is miscounting of over polls in some districts done by the staff of General Election Commission. In this case, the word complaints is used as overstatement of the word ask clarification of the result of over polls to General Election Commission.

In addition the function of this text is *to request*, it is indicated by the word *file*. It means that majority of parties request KPU (General Election Commission) to recheck the result of over polls. It is also regarded as building opinion toward political parties which their over polls are stolen by staff of KPU (General Election Commission) in any districts of Indonesia. Majority parties are not satisfied with the result of over polls. Moreover, they regard that KPU is unfair in counting the result of over polls and lost votes for them. Most of contestants of General Election (political parties) which are harmed by General Election

Commission on over polls notify General Election Commission (KPU) to Constitution Commission (Komisi Konstitusi) in order to get the right judgment and decision.

Data 5:

Jakarta Post, Thursday 10th April 2008

“A year out from the General Election, President Bambang Yudhoyono and Vice president Jusuf Kalla have launched early campaigns to woo voters”.

As can be seen in the text above the word *woo* is associative engineering, the last type of euphemism. It is to be affective meaning; one of the six categories of associative engineering is affective meaning. It refers to the meaning of what is reflected in the feeling and attitude. Moreover, the word *woo* refers to affective meaning that means the attitude trying to obtain the support. The word *woo* refers to *the attitude and feeling done by someone to get support*. It is regarded to be more polite in honorific of Javanese culture.

Furthermore the function of this text is *to inform*. It means that the writer conveys information on the start of the official campaign period SBY and Kalla attempt to woo support of Indonesia's citizen. They try to compete in getting empathy and sympathy of Indonesia's citizen as voters on General Election (Presidential General Election) on 2009.

Data 6:

Jakarta Post, Monday 14th April 2008

“If the Number of eligible voters, for example, reached 172 million, we need to print about 800 million ballot papers for the legislative elections; it is not an easy job”.

It can be inferred from the text above that the word *it is not an easy job* signifies as litotes or understatement, the seventh type of euphemism. Litotes or understatement usually uses a negative form to express the contrary. The word *it is not an easy job* uses a negative form to express the contrary which means *it is very difficult job*, it means if the number of eligible voters reached 172 million, the KPU (General Elections Commission) members need to print about 800 million ballot papers for the legislative elections, so it is very difficult job for them. Using the word *it is not an easy job* make the meaning of word more polite than using the word *it is very difficult job*.

The function of this text is *to inform*, it means that the writer conveys the fact that the KPU members need to print about 800 million ballot papers for the legislative elections if the number of eligible voters reached 172 million, so it is very difficult job for them.

Data 7:

Jakarta Post, Tuesday 15th April 2008

“Impeached National Awakening Party (PKB) chairman Muhaimin Iskandar sued party chief patron Abdurrahman 'Gus Dur' Wahid”.

The word *sues* in the text above is metaphor. Metaphor indicated something different from literal meaning. The word *sues* is euphemism because it is more polite than the word *make a claim*. The word *sues* refers to Gus Dur (A chief of patron National Awakening Party or PKB) who make a claim Muhaimin Iskandar (a chairman National Awakening Party or PKB) demanding

The function of the text above is to evaluate. It means that the writer conveys new information that Gus Dur *sues* Muhaimin Iskandar demanding Rp 100 million (US\$ 10, 870) in damages and Rp 99 billion in compensation.

Rp 100 million (US\$ 10, 870) in damages and Rp 99 billion in compensation

The writer uses a euphemism on text above to escape disapproval and to avoid offending the reader.

Data 8:

Jakarta Post, Thursday 17th April 2008

“Representatives from 19 countries in Asia and sub-Saharan Africa are attending the three-day South-South Policy Forum on Lifelong Learning as the Key to Education for Sustainable Development, which kicked off here Monday”.

The word *kicked off* on the text above means *campaigned*. The word *kicked off* is metaphor. Metaphor is not a device of poetic imagination, but it is used as an ordinary language. Indonesia is hosting the first South-South education

forum on lifelong learning aimed at supporting sustainable development, encompassing issues such as poverty alleviation and the inaccessibility of formal education in some places that attended by 19 countries: Brunei, China, India, Malaysia are among the Asian participants, while African countries taking part include Kenya, Nigeria, South Africa and Zimbabwe.

The function of the text above is to inform, it means that the writer conveys the fact that Indonesia is hosting the first South-South education forum on lifelong learning aimed at supporting sustainable development that attended by 19 countries, which campaigned on Monday.

Data 9:

Jakarta Post, Saturday 19th April 2008

“Golkar Party chairman Jusuf Kalla remains upbet his party will win next year’s General Election despite recent losses for party candidates in a number of gubernatorial elections”.

Metaphor is persuasive in everyday life, not just in language but also in thought and action. It also indicates something that is different from the literal meaning. In this text, metaphor is to be the word remains upbet, it means optimist. The word remains upbet is preferable than the word optimist. Jusuf Kalla as a chairman of Golkar party optimist his party will win in the Presidential General Election of 2009 although his party candidates in a number of gubernatorial elections recent losses.

Based on the function of euphemism, the function of this text is to *organize (convince)*, it means that the writer conveys new information that Golkar party is hoped to win Presidential General Election next year.

Data 10:

Jakarta Post, Tuesday 22nd April 2008

“He had handed all of the money over to the anti-graft body”.

Based on the text above, the word had handed is euphemism, it means had power and responsibility. He had handed all of the money over to the anti-graft body refers to the Al Amin Nasution (a member of Representative) had power and responsibility all of the money over to the anti-graft body. The word had handed considered as metaphor, the first type of euphemism. The word had handed is substituted the word had power and responsibility.

The function of this text is to evaluate. It means that the writer conveys new opinion that Al Amin Nasution gave the money to Djalaluddin Asy-Syatibi as a member of the Muslim-based Prosperous Justice Party (PKS) for bribery during his visit to Riau province with other House Members. Al Amin Nasution must be responsible for all of the money over to the anti-graft body.

Data 11:

Jakarta Post, 26th April 2008

“It is likely that law will only offer women major parties the opportunity to enter the House of Representatives”.

Based on the text above that the word major parties uses synecdoche. Synecdoche is a statement to express specific to general or general to specific. The text above is a statement to express general to specific, it means seven opposition parties or major of parties for instance PKB (National Awakening Party), PDI-P (Indonesia Democratic Party of Struggle), PPP (The United Development Party), PAN (The National Mandate Party), PKS (The Prosperous Justice Party), Golkar Party and Democratic Party, as political party in General Election 2009.

The function of this text is *to inform*. It means that the writer conveys the fact that the new election law gives chance for women or female from major parties to enter the House of Representatives as the legislative candidates.

Data 12:

Jakarta Post, Thursday 24th April 2008

“Gus Dur Opened the meeting, which was also attended by top party executives”.

Based on the theory of euphemism previously, the word *top party executives* uses type of euphemism namely synecdoche. Synecdoche is a statement to reveal the general to specific. *Top party executives* refer to Secretary-

General Zannuba Arifah Chafsoh, also known as Yenny Wahid and head of the PKB faction at the House of Representatives, Effendy Choirie.

The function of this text is *to criticize*, it means that the writer conveys news concerning the critical opinion of Gus Dur as a chief patron of National Awakening Party (PKB) held an executive meeting at the party's head quarters in Kalibata, South Jakarta that was attended by Secretary-General Zannuba Arifah Chafsoh (Yenny Wahid) and head of the PKB faction as the top party executives.

Data 13:

Jakarta Post, Monday 28th April 2008

“PDI-P back in power at house”.

Based on the previous chapter mentioned indicates that many idioms are euphemistic when they deal with unpleasant thing. The word *back in power* is to be idiom, the second type of euphemism. It means to inverse change of fortune for PDI-P (Indonesia Democratic Party of Struggle) at house of representative as in new regime. The word *power* is to be the house of representative.

Litotes or understatement usually uses a negative idea to express the contrary. Therefore, the word *at house* is to be litotes, seventh type of euphemism. It means the house of representative. Legislative is an agency that is related to law and law making in government. On the other hand, the word *house* itself will be assumed by society just as place to stay. Contextually the word *house* is not

considered as a home where the people stay and live in it, however, it has a connotative meaning namely house of representative (DPR-MPR). Moreover, in Indonesia government, legislators arrange all of the wisdoms of government.

Indeed, the function of this text is *to inform*. It means that reporter or writer this article conveys the fact the KPU (General Election Commission) announces the result of the legislative election, with former Megawati's PDI-P returning to power in House of Representative.

4.2 Discussion

Euphemism is the product of a human mind confronting the problem of how to talk in different contexts about things that for one reason or another the speaker would prefer not to speak of unrestrainedly in the prevailing context. Essentially, the existence of euphemism is used to hide unpleasant idea to avoid losing face in communication. Furthermore, the used of euphemism is used in communication in order to get the deep information or message behind the word, phrase or sentence which contain euphemism. Based on the illustration of the data analysis stated previously, there are some variations on the aspect of euphemism that are formed of the National section of the Jakarta Post Newspaper. Moreover, this section discusses about the findings that have been found in the previous section. The writer found thirteen political articles which is involved euphemism in the national section of the Jakarta Post. The writer analyzes the data based on the types and functions of euphemism.

4.2.1 Types of Euphemism

According to the types of euphemism that have been found in the previous section indicate that the types of euphemism which appear most frequently in the National section of the Jakarta Post are metaphor, idiom, hyperbole, litotes, synecdoche, and associative engineering. Metaphor indicates something different from the literal meanings. For example, *caught red-handed* means *caught directly*, it is used to describe something indirectly in communication, so the word *caught red-handed* is preferable than the word *caught directly*. *Remains upbeat* means *optimist*, *had handed* means *responsible*. Other type is idiom, for example, *back in power* means to inverse of fortune for PDI-P at house of representative as in new regime. Hyperbole, for example, the word *complaints* means a request of rejection toward KPU (General Election Commission) to recheck the result of over polls. Litotes, for example, *at house* means *at House of Representatives (DPR-MPR)*, *it is not an easy job* means *it is very difficult job*.

In addition, synecdoche, for example, *majority of parties*, *top party executives*. And the last, associative engineering, for example, *woo* means *the attitude and feeling done by someone to get support*.

4.2.2. The Functions of Euphemism

As mentioned on chapter II, there are four functions of euphemism have to be considered, such as to inform (conveys new information), to evaluate (conveys writer's opinion or attitude), to modalize (conveys writer's attitude toward the truth-value of his/her utterance or writing), or to organize and function, namely

apology, accuse, denial, convince, curse, request, criticism, question, promise and order.

From the five functions of euphemism, the writer found all of functions of euphemism; those are to inform, to evaluate, to organize, to request, and to criticize. First, to inform; for example, “Urip was caught red-handed receiving some US\$660,000 from Artalita Suryani, who is linked to a BLBI debtor, Sjamsul Nursalim”, in this text the writer conveys the fact that Urip Tri Gunawan was caught red-handed receiving some US\$660,000 from Artalita Suryani, who is linked to a BLBI debtor, Sjamsul Nursalim. Second, to evaluate; “He had handed all of the money over to the anti-graft body”, it means that the writer conveys new opinion that Al Amin Nasution gave the money to Djalaluddin Asy-Syatibi as a member of the Muslim-based Prosperous Justice Party (PKS) for bribery during his visit to Riau province with other House Members. Al Amin Nasution must be responsible for all of the money over to the anti-graft body. Third, to organize (convince), for example, “Golkar Party chairman Jusuf Kalla remains upbet his party will win next year’s General Election despite recent losses for party candidates in a number of gubernatorial elections”, it means that the writer conveys new information that Golkar party is hoped to win Presidential General Election next year. Fourth, to request; for example, “Majority of parties file complaints over polls”, it is indicated by the word file. It means that majority of parties request KPU (General Election Commission) to recheck the result of over polls. It is also regarded as building opinion toward political parties which their over polls are stolen by staff of KPU (General Election Commission) in any

districts of Indonesia. Majority parties are not satisfied with the result of over polls. Moreover, they regard that KPU is unfair in counting the result of over polls and lost votes for them. And the last is to criticize, for example, “Gus Dur Opened the meeting, which was also attended by top party executives”, it means that the writer conveys news concerning the critical opinion of Gus Dur as a chief patron of National Awakening Party (PKB) held an executive meeting at the party’s headquarters in Kalibata, South Jakarta that was attended by Secretary-General Zannuba Arifah Chafsoh (Yenny Wahid) and head of the PKB faction as the top party executives.

In conclusion from the data analysis, which has been analyzed and discussed previously, indicates that national section of the Jakarta Post tend to use euphemism in order to fulfill their wants. In political statement is usually delivered indirectly to use euphemism in order to get their political goal. These phenomena are considered as euphemism on journalism to present the political statement in any aspect of life.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter will conclude the finding of this study and gives some suggestions to other writers who want to do research in the same subject.

5.1 Conclusion

Euphemism is derived from taboo, which is used to describe something indirectly in communication. It is a cultural phenomenon as well as a rhetorical device. It is also a proper language pattern which people created in social communication in order to make the communication effective. It plays an important role in our daily life, meanwhile, euphemism is used widely by people, through which they can deliver their real information in a mild way without any harshness.

Euphemism found in political articles of the Jakarta Post from April 1st up to April 30th 2008 can be classified into types and functions. From thirteen types, and five functions of euphemism. The writer found six types of euphemism, those are: (1) Metaphor, for example, “Urip was *caught red-handed* receiving some US\$660,000 from Artalita Suryani, who is linked to a BLBI debtor, Sjamsul Nursalim”. word *caught red-handed* is used to substitute the word *caught directly*. (2) Idiom, for example, “PDI-P *back in power at house*”. (3) Hyperbole (overstatement), for example, “Majority of parties file *complaints* over polls”. (4) Litotes (Understatement), for example, “If the Number of eligible voters, for example, reached 172 million, we need to print about 800 million ballot papers for the legislative elections, *it is not an easy job*”. (5) Synecdoche, for example, “It is

likely that law will only offer women *major parties* the opportunity to enter the House of Representatives”. (6) Associative engineering, for example, “A year out from the General Election, President Bambang Yudhoyono and Vice president Jusuf Kalla have launched early campaigns to *woo voters*”.

The writer also found five functions of euphemism, those are (1) Inform, for example, “Firman said his client’s impeachment violated the law as it was decided outside the party’s national congress”. (2) Evaluate, for example, “Muhaimin sues Uncle Gus Dur”. (3) Organize, for example, “Golkar Party chairman Jusuf Kalla remains upbet his party will win next year’s General Election despite recent losses for party candidates in a number of gubernatorial elections”. (4) Request, for example, “Majority of parties file complaints over polls”. (5) Criticize, for example, “Gus Dur Opened the meeting, which was also attended by top party executives”.

The writer argues in favor of using euphemism. As far as we concerned, politics itself is mass of lies and as a matter of fact, politician dislikes dispreasing others if they avoid it. That is why euphemism will suffer. In other words, euphemism is a good instrument to avoid the loss of face.

In any case has to be concerned, Islam has taught us that we must be careful in communicating with other people. Meaning that, we must keep our lips in communication when it deals with delicate matters. However, Rasulullah SAW said “whoever believes to God and the doomsday, on that account they should say in a good word and if they can not, they should keep silent” (Bukhari and Muslim).

In conclusion, to communicate with other people and maintain good harmony, we use euphemism instead of saying something directly to the people whenever and wherever we think it deals with something unpleasant so that the conflict is not arise. Euphemism is principally determined by the choice of expression or particular context. Then, mental model and knowledge of the world can be used to determine whether it is euphemism or not. To sum up, euphemism is a good instrument to avoid the loss of face and euphemism is not only used in a place of disagreeable or offensive term but also used to hide unpleasant idea, even the term for them is not necessarily offensive.

5.2 Suggestion

The result of research finding does not claim that it has discovered all of the euphemism used in the national section of the Jakarta Post. However, this research still away from the complete and perfect. The writer herself hopes that this research could give a good contribution to the further writers who will develop and conduct the research on euphemism. First, it is hoped for further writer to conduct the research, which not only focuses on type and function of euphemism of written language but also in oral language, for example, in the context of political speech or political campaign. Second, it is hoped that the study of euphemism is not focused on English language but also in other languages. The last, the writer also suggests to the further writers to study euphemism used related to the effectiveness in communication, how far it is effective or not.

BIBLIOGRAPHY

- Allan, Keith and Burrige, Kate. 1991. *Euphemism and Dysphemism*. Oxford: Oxford University Press.
- Allan, Keith and Burrige, Kate. 2005. *Forbidden Words: Taboo and the Censoring of Language*. Cambridge: Cambridge University Press. Works in press and in progress. Available [Online]
- Ary, Donald, et.al.2002. *Introduction to Research in Education*, 6th edition. CA: Thomson Learning, Inc.
- Bolinger, Dwight and Sears, Donald. 1981. *Aspects of Language*. Hartcourt Brace Javanovich, Inc.
- Brown, Gillian and Yule, George. 1983. *Discourse Analysis*. New york: Cambridge University Press.
- Chaika, Elaine. 1982. *Language the Social Mirror*. London: Newburry House Publishers, Inc.
- Fairclough, Norman. 1989. *Language and Power*. UK: Longman Group Limited.
- Halliday, Michael. A.K. and Hasan, Ruqoyyah. 1985. *Aspect of Language in a Social Semiotic Perspective*. Language Research and Appication.
- Hymes, Dell. 1974. *Foundation in Sociolinguistics: An Ethnographic Approach*. Philadelphia: University of Pensylvania.
- Leech, Geoffrey. 1983. *The Principles of Pragmatics*. New York: Longman Group Limited.
- Mazidah, Any. 2007. *A Study on Euphemism Used in Newsweek Magazine*. The State Islamic University of Malang. Malang. Thesis: Unpublished.
- Orwell, George. 1978. *Politics and English Language, Shooting on Elephant and Other Essays*. In Clark, Virginia and Rosa, Alfred. *Language Awareness*. Second Edition. New York: St Martin;s Press.
- Parera, Jean D. 1990. *Teori Semantik*. Jakarta: Penerbit Erlangga.
- Rahardjo, Mudjia. 2002. *Pengantar Penelitian Bahasa*. Malang: Cendekia Paramulya.

- Rusman. 2000. *Political Euphemism in News Media*. The State University of Malang. Malang. Thesis: Unpublished.
- Sari, Yuwan Diana. 2004. *Euphemism Used in the Headline of Jakarta Post*. The State Islamic University of Malang. Malang. Thesis: Unpublished.
- Saville-Troike, M. 1982. *The Ethnography of Communication: An Introduction*. Oxford: Basil Blackwell.
- Van Dijk, Teun A. 2004. *Ideology and Discourse Analysis: Ideology Symposium Oxford, September 2004*. Universitat Pompeu Fabra. Barcelona: teun at discourse-in-society.org.
- Victoria Fromkin, Robert Rodman, et al. 1990. *An Introduction to Language*. Peking: University Press.
- Wardhaugh, Ronald. 1986. *An Introduction to Sociolinguistics*. New York: Basil Blackwell.

