# DECEPTION LANGUAGE IN "DAHMER – MONSTER: THE JEFFREY DAHMER STORY" SERIES

**THESIS**

By:

**Alfan Setya Yuana**

NIM: 17320134



**DEPARTMENT OF ENGLISH LITERATURE**

**FACULTY OF HUMANITIES**

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**IBRAHIM MALANG**

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# DECEPTION LANGUAGE IN "DAHMER – MONSTER: THE JEFFREY DAHMER STORY" SERIES

## THESIS

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By:

Alfan Setya Yuana

NIM 17320134

Advisor:

Dr. Yayuk Widyastuti Herawati, M.Pd

NIP. 197705032014112002



## DEPARTMENT OF ENGLISH LITERATURE

## FACULTY OF HUMANITIES

## UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG

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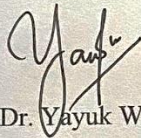
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NIM. 17320134

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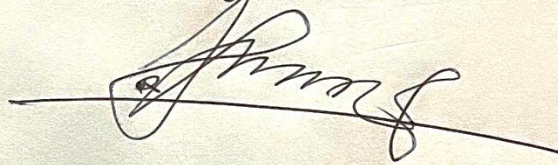
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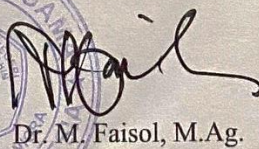
Approved by
Advisor,

Dr. Yayuk Widyastuti Herawati, M.Pd
NIP. 197705032014112002

Ribut Wahyudi, M.Ed., Ph.D.
NIP. 198112052011011007

Acknowledged
by Dean,

Dr. M. Faisol, M.Ag.
NIP. 197411012003121003

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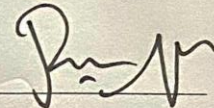The Board of Examiners                                       Signatures

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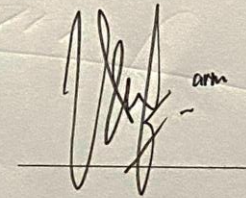
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NIP. 197705032014112002                (Advisor) _____

Approved by
Dean of Faculty of Humanities

Dr. M. Faisol, M.Ag.
NIP. 197411012003121003

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# MOTTO

"Life is like riding a bicycle. To keep your balance, you must keep moving."

-Albert Einstein

## DEDICATION

This thesis is dedicated to my parents Anton Yuana, Ratini Sriwigati,

and my grandmother Kaminem.

# ACKNOWLEDGEMENT

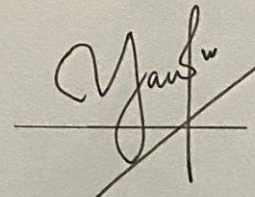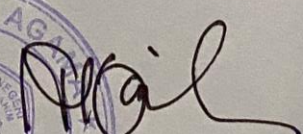The best and highest gratitude is delivered to Allah SWT for the unconditional mercy and blessing. He has guided me through the hard times and teaching me with unsurpassed knowledge and abilities. May *Salawat* and *Salam* always be upon our prophet Muhammad SAW, the most flawless person ever existed.

This thesis appears in its current form due to the assistance and guidance from several people. First of all, I would like to express my gratitude to my advisor Dr. Yayuk Widyastuti Herawati, M.Pd who has been providing guidance and advices so I am able to finish this thesis. Secondly, my gratitude also goes to all the lecturers of English Literature Department for the valuable knowledge and all the great lessons during my study in this university.

Likewise, my greatest thanks go to my parents who always sent me prays, loves and supports during my life. I would like to thank Dzia, Gigih, Ayik, Akmal, Azhar, Rizki, Iqbal, Abdul, Firman, Fauzi, Syahrizal, Khusyairi, Fernando, Atok, Qosim, Malthuf, Anggara, Bagus, Rokhim, Ghufron, Jijul, Anggita who were willing to accompany me and guided me while studying at UIN Maulana Malik Ibrahim Malang.

Finally, I do realize that this thesis might lack in several ways. Hence, any critical correction and suggestion would be helpful for the better research in the future. Hopefully, this research brings significant benefit to other researchers and scholars who read it.

The researcher

Alfan Setya Yuana

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# ABSTRACT

**Yuana, Alfan Setya.** (2023) *"Deception language In "Dahmer – Monster: The Jeffrey Dahmer Story" Series"*. Undergraduate Thesis.  Department of English Literature. Faculty of Humanities. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor:    Dr. Yayuk Widyastuti Herawati, M.Pd

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*Keyword*: Deception, Cooperatif Principle, Jeffery Dahmer Series.

This research aims to analyze the language of deception in the Jeffery Dahmer film series. Such object is chosen to explore how deception is used in a TV series, especially by a serial killer. This research uses a descriptive qualitative research method that uses data collection by means of observation. The collected data are being analyze by using theory (McCornack,1992).

The results of this research are 13 types of deceptive language used by Jeffery Dahmer in the documentary; namely masking, repackaging, dazzling, mimicking, inventing, decoying, half-truth, silence, euphemism, dysphemism, evasion, distraction, and lying.

Generally, this study provides a new insight which are different from the majority of the previous studies. This study found all 13 types of deception which depict how deception is used by a serial killer Jeffrey Dahmer in conversation. Essentially, this study is bound to its limitation; conversation found in a documentary TV series and deception theory. Future study may seek much comprehensive finding in real life conversation or corpus-based study.

# ABSTRAK

**Yuana, Alfan Setya.** *(2023) Deception language Dalam Seri "Dahmer –*
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Fakultas Ilmu Budaya. Universitas Islam Negeri Maulana Malik Ibrahim
Malang. Pembimbing : Dr. Yayuk Widyastuti Herawati, M.Pd

*Kata Kunci:* Kebohongan, Cooperatif principle*,* Serial TV Jeffrey Dahmer

Penelitian ini bertujuan untuk menganalisis bahasa penipuan dalam film seri
Jeffery Dahmer. Objek tersebut dipilih untuk mengeksplorasi bagaimana penipuan
digunakan dalam sebuah serial TV, khususnya oleh seorang pembunuh berantai.
Penelitian ini menggunakan metode penelitian deskriptif kualitatif yang
menggunakan pengumpulan data dengan cara observasi. Data yang dikumpulkan
dianalisa dengan teori (McCornack).

Hasil dari penelitian ini adalah 13 jenis bahasa menipu yang digunakan
Jeffery Dahmer dalam film dokumenter; yaitu penyamaran, pengemasan ulang,
mempesona, meniru, menciptakan, umpan, setengah kebenaran, diam, eufemisme,
disfemisme, penghindaran, gangguan, dan berbohong.

Secara umum penelitian ini memberikan wawasan baru yang berbeda dengan
sebagian besar penelitian sebelumnya. Studi ini menemukan 13 jenis penipuan
yang menggambarkan bagaimana penipuan digunakan oleh pembunuh berantai
Jeffrey Dahmer dalam percakapan. Pada dasarnya, penelitian ini terbatas pada
keterbatasannya; percakapan yang ditemukan dalam serial TV dokumenter dan
teori penipuan. Studi di masa depan mungkin mencari temuan yang lebih
komprehensif dalam percakapan kehidupan nyata atau studi berbasis korpus.

# مستخلص البحث

**يوانا، الفان سيتيا.** (٢٠٢٣) الخداع في مسلسل "دامر– الوحش: قصة جيفري دامر". البحث العلمى. قسم الأدب الإنجليزي. كلية العلوم الإنسنية. جامعة مولانا مالك إبراهم الإسلامية الحكومية مالانج.

المشريفة: دوكتور يايوك ويدياستوتي هيراواتي الماجستير.

الكلمات الأساسية: الخداع، المبدأ التعاوني، سلسلة جيفري دامر

يهدف هذا البحث إلى تحليل لغة الخداع في سلسلة أفلام جيفري دامر باستخدام المنهج اللغوي. النهج اللغوي هو النهج الذي يدرس جميع جوانب اللغة. يستخدم هذا البحث منهج البحث النوعي الوصفي الذي يستخدم جمع البيانات من خلال دراسات الملاحظة والتوثيق.

نتائج هذا البحث هي ١٢ نوعا من اللغة الخادعة التي استخدمها جيفري دامر في الفيلم الوثائقي، وهي الإخفاء، وإعادة التغليف، والسحر، والاختراع، والخداع، وأنصاف الحقيقة، والمراوغة، والتلطيف، وخلل التعبير، والتهرب، والإلهاء، والكذب.

ولم يتمكن هذا البحث من الكشف بشكل شامل عن الجوانب اللغوية للاحتيال. لم يتمكن الباحثون من مراجعة والعثور على جميع أنواع اللغة الخادعة في الأفلام الوثائقية لجيفري دامر. لذلك، يوصى بأن يأمل الباحثون المستقبليون الذين لديهم نفس موضوع البحث في سد الفجوة في هذا البحث.

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# CHAPTER I

## INTRODUCTION

This section includes a background of the study, a statement of the problem, the objective of the study, the significance of the study, the scope and limitation, and the definition of the key term. Each of the items is discussed clearly as follow:

### A. Background of The Study

Deception is an element in language that can have a negative effect on a discourse. This has led to a large number of studies focusing on deception detection (Adha, 2020; Afroz et al., 2012; Papantoniou, Papadakos, Patkos, et al., 2022). Deception itself can be used as a tool for creating hoaxes, deceptions, and for demonizing targets (Afroz et al., 2012; Jarad, 2004). The aspect of deception in deception can be summarized as a manipulative element in language (Galasinski, 2000), this raises questions about the function of this element. Thus, it is necessary to deepen further on the use or function of deception in order to uncover the position of deception in conversation.

Deception in this study is taken from the conversation in movie series The Dahmer series provides an explicit look at individuals with mental disorders and criminal tendencies. This series is considered capable to represent human state when executing deception under unusual circumstances. Jeffrey Dahmer's character is often in a condition that causes him to lie. Although the series portrayed him as a liar, if he is confronted, Jeffrey Dahmer has tendency to tell the truth and convey his real intention. However, Dahmer is likely to lie if he had the chance. This nature makes the Dahmer series a suitable object of research considering Jeffrey Dahmer's lies

are often used as a way to get out of trouble.

This study takes movie or film as the object based on some reasonary. film is one medium that has a message social in it, and also serves as a reflection of life ordinary people. Cinema is a combination of thought and social reality that is felt by someone as outlined in the audio image fairy-tale visuals. This is because the film is combination of thought and social reality that is felt by someone.

The power of films lies in the social message they convey, which is has the ability to change attitudes, behavior, and even ways someone carries themselves and the words they choose to be spoken. In this study, the researcher intends to investigate more further characters in the film that are the main focus of the narrative. Name that character was Jeffrey Dahmer. This study aims to find out more about how Jeffrey Dahmer found victims which is pretty much just to satisfy her cravings and sake personal interests.

Recent studies have uncovered various cases with several focuses such as types of deception at the screen and corpus level, level of complexity, stylistic aspect, linguistics cues in multilingual context, the use of deception in bilinguals and linguistic features in humorous contexts.

Almela (2021) has conducted a studyin relation to corpus-based deception in Spanish. It should be noted that this research is an agenda to promote deception research with corpus as its data source. This paper finds that there are several differences in the results within the subcorpuses, this indicates the possibility of more diverse data variations. The findings of this paper are text classifications which will then be used as a dataset todevelop computer-based deception detection.

Baroudi et al. (2019) have conducted research on the theme of stylistics in deception on TV sitcoms with a specific theme, namely honest deception. This study suggests the use of several sentence styles found in deception on TV sitcoms such as hyperbole, irony, and sarcasm.

Khoiroh (2021) has conducted research on the types of deception in a mystery film entitled Knives Out. This study examines more than one character with findings of 23 types of deception. In addition, this paper also analyzes the motive or purpose of using deception, namely to pursue goals and save speakers from bad conditions.

McDonald et al. (2020) has conducted research related to deceptive utterances among bilinguals. This study explores cues that indicate the presence of deception in inter-bilingual conversations. The data obtained from the research were taken from speakers of English as the first language, speakers of English as a second language, and monolinguals. The results of this study showed that all participants took more time to lie than to tell the truth. Other results show that the only cues that are detected when dealing with other languages are naming latencies.

Papantoniou et al. (2022) explored the linguistics cues in multilingual context. This study examines linguistic cues in multilingual communities which coincide with April Fools' Day. This research aims to develop more sophisticated deception detection. This study found that there was use of emotional language such as positive sentiments, minimal use of concrete language, increased use of adverbs, hedges, boosters, reduced use of naming entities. Whereas the future and past tense have the same number of deceptive and truthful utterances.

Furthermore, Papantoniou et al. (2022) has conducted research related to deception and its relation to cultural dimensions. This study aims to improve the deception detection process by introducing cultural dimensions into the classification process. This study shows that the automatic process of detection between cultures and languages cannot be processed in a unified manner. This is supported by the finding that linguistic cues in deception have a cultural origin. Therefore, the detection process must include elements of each culture.

Skalicky et al. (2020) has conducted research on humorous deception in news stories on radio shows. This study found 11 linguistic features contained in deceptive news stories. With these results, this study concludes that deceptive news stories tend to be more confident and descriptive but less cohesive than honest stories.

Sarzynska-Wawer (2023) has conducted research related to deception. This study aims to prove that there are differences in complexity and sentiment in deceptive and truthful utterances. This study found that lies have a low level of vocabulary complexity, are more concise and concrete, and contain more positive than negative words. The data from this research is then used to create a deception detection program with an accuracy rate of up to 60%.

Onanuga & Taiwo (2020) have conducted a study examining the deceptive language used by fraudsters in ponzi schemes. This research looks deeper into the elements of the language used, such as linguistic engagement, formulaic expressions and politeness strategies, narrativity, naming, and lexical range. This study found that the language used by fraudsters in ponzi schemes aims to lure

potential victims by using polite expressions and charming introductions. This deceptive language is used as a way to validate the desires of potential victims.

The mentioned previous studies have varied interests ranging from classifying deception into different types to uncovering how deception is used in committing scam. However, the study of deception is not discussed in depth, especially the relationship between deception and its role in conversation. This study intends to find out the use of lies made by Jeffrey Dahmer in conversation.

## B. Research Question

Based on the background and reviews of related studies, current research formulates several questions as follows:

1. What are the types of deception found in the Dahmer series?

2. How do the types of deception found describe the main character?

## C. The Significance of The Study

Theoretically, the study has contribution to the body of knowledge especially in applying deception theory in exploring the conversation in movies, such study may add more examples through conversations because the theory does not have the example of the conversation. Therefore, this study gives clarity to the theory in application. Practically, this study can be example of how to analyze deception in unpacking the motives of the lies.

## D. Scope and Limitation

This research focuses on deception theory in pragmatics in analyzing conversations in a TV series. This research is limited to emphasizing the use of deception in TV series as the object with a micro deception approach.

**E. Definition of Key Terms**

Deception

Deception is an action for others to believe what is really wrong and deliberately causes the wrong beliefe to be known by someone and believed. In addition, deception behavior may occur accidentally.

Deception utterance :

Masking, Repackaging, dazzling, mimicking, inventing, decoying, half-truth, silence, euphemism, dysphmism, evasion, distraction, lying

**CHAPTER II**

**REVIEW OF RELATED LITERATURE**

The second chapter delves into a comprehensive review of the existing literature surrounding the intricate theme of deception within the context of the television series "Dahmer – Monster: The Jeffrey Dahmer Story." Through a critical analysis of previous scholarship, this chapter aims to shed light on the theoretical underpinnings, methodological approaches, and key findings that contribute to the understanding of deception in media and its manifestation in the chosen series.

**A.    Pragmatics**

Conversation in the pragmatics field has long been a topic of interesting discussion. While speaking with family members or close friends, certain linguistic traits, such appropriateness and indirect meaning, frequently surface (Grundy, 2008). Yule (1996) mentioned the four definitions of pragmatics. The first definition is that pragmatics is the study of a language as it is used by a speaker and perceived by a hearer. Second, the study of contextual meaning. Third, pragmatics is the study of how the speaker's words are understood by the listener. Finally, pragmatics is the study of relative distance expressions. While Levinson (1983) advocates the idea that pragmatics is a study of meanings that cannot be explained in semantic theory.

**B.    Cooperative Principle**

Cooperative principle is an idea to make conversations more qualified. The cooperative principle is the theoretical basis that regulates the speaker's compliance

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with the rules that maintain the quality of a conversation. Participants in a communicative exchange are driven by a principle that establishes how language should be utilized to produce logical communication with the greatest efficiency and impact. The cooperative principle put forward by Grice contains certain purposes which are intended to assess whether a conversation is informative, unambiguous, orderly, and can be trusted. Grice divides this type of cooperative principle into 4 parts, namely the maxims of quality, quantity, relation, and manner (Grice, 1991). Levinson (1983) emphasizes that the cooperative maxim proposed by Grice can be a guideline for more efficient and effective human communication.

## C.      Violating the Maxim of Quality

The maxim of quality contributes to what the speaker thinks is the truth and qualitatively good. It implies that speakers must provide accurate information to the interlocutor in order to keep the quality of the communication. The presenters should not make claims they know to be untrue and they should not be short on supporting data. Maxim of quality wants the speaker to be as honest as possible and not say something that is not true or lacks evidence (Cutting, 2002).

The violating maxim implies that speakers can take misleading actions by not speaking the truth (Thomas, 2013). The speaker intentionally provides incomplete information, tells lies, is irrelevant and ambiguous, and the other person thinks the speaker has said it honestly (Cutting, 2002). The characteristic feature of maxim violation is when the speaker uses many expressions, it is used to cover up the fact that the speaker is not too sure of the truth of what he said (Yule, 1996). According to the cooperative principle, lying is a form of violation of the maxim of

quality. This is based on the fact that lies do not provide valid information and lead to misleading. This is supported by Fallis (2012) who thinks that lying, whether the speaker is aware of it or not he is lying, violates the maxim of quality.

**D.    Deception**

Deception is a form of activity that provides false or uncertain information to other people with the aim of making other people believe the information. Deception is an act of fraud but the individual who provides the information knows that the information provided to others is wrong information (Carson, 2010). Deception is an intentional act of deception or lying. To carry out deception, the person uses the term as a mistake to cover up problems that cause beliefs, whether intentional or unintentional (Carson, 2010).

Deception is an action for others to believe what is really wrong and deliberately causes the wrong belief to be known by someone and believed. In addition, deception behavior may occur accidentally. In carrying out acts of deception, which aim to deceive by making an honest and true statement that intentionally implies a lie. Deception is an activity that seeks other people to be encouraged to have erroneous beliefs about what actually happened (Goffman as quoted in Utz, 2005). Deception is an action that is done intentionally so that other individuals can believe in some information that is not true, either done in person or online (Moningka & Selviana, 2021).

Walters (2000) defines deception or lying as an individual action to try to deceive people or oneself. Deception is often bad behavior and sometimes some deception is an act of editing or changing. Editing or changing it can aim to

communicate and interact, and maintain feelings as well as relationships with other people. There are some people who can accept criticism or judgment from other people, both in the real world and in cyberspace or online.

Based on the various descriptions of several figures regarding deception, the researcher decided to use the definition from Moningka & Selviana (2021) as the core of this study because the definition is the most relevant in terms of theoretical novelty and measurement tools to be used in research, and researchers use dimensions that developed as a guide to the preparation of measuring instruments used in this study. This research has similarities with Moningka & Selviana's research (2021), namely this research was conducted to find out deception that occurs in individuals on social media.

Deception itself has many criterias or classifications such as dissimulation, simulation, withholding information, equivocation, red herring, and lying (Bell & Whaley, 2017; Dynel, 2018; Fallis, 2010; Marelli & Castelfranchi, 1981; McCornack, 1992).

1. Dissimulation
a. Masking

Whaley (1982) elaborated that masking is an act of hiding the truth by blending it with the background. This practice is likened to putting up a shield to cover up the truth and make lies blend in with their environment. This makes the truth cannot be detected easily. Masking works by hiding characteristics that are so distinctive. Galasinski (2000) provided an example of masking as follow:

A: Cigarettes are probably the most dangerous things circulating. . . . Not only would I push up taxes further on tobacco, I think I'd also consider very hard asking tobacco companies to make a contribution to NHS broadly equivalent to the acute burden they place on it.

B: I think it's essential to correct this notion that [A] was just propounding, that cigarette smokers are a burden on the society. We actually contribute about 30 million pounds a day in taxation, which I think would probably be more than running of the NHS.

b. Repackaging

Slightly different from masking, repackaging tends to change the appearance of the truth by changing or changing its characteristics (Bell & Whaley, 2017; Whaley, 1982). This will produce a new pattern that looks like anything else. When the truth is covered up with repackaging, the form will change to be dangerous, harmless, or even completely irrelevant to its original form.

c. Dazzling

Dazzling is a strategy when masking or repackaging is no longer working. Dazzling relied on confusion as the driving force to hide the truth. This is done by randomizing or obscuring one of the characteristics such as the exact location, exact time, size, shape, or method of operation (Bell & Whaley, 2017; Whaley, 1982). Dazzling is portrayed as an escaping octopus that shoots ink to blur the predator's vision.

2. Simulation

a. Mimicking

Mimicking is a situation where a truth is hidden by imitating something else. This is done by duplicating one or more characteristics of other thing so that a similar pattern emerges (Whaley, 1982). The example of this act is as follow:

"Thus, the wife who says 'Not tonight, dear, I have a headache' mimics illness to evade the not quite inevitable. (Bell & Whaley, 2017)

b. Inventing

Inventing is a strategy to show falsehood by creating a completely new characteristic. This is very different from mimicking, where inventing is not imitating anything, but creating an entirely new reality (Whaley, 1982). Khoiroh (2021) explained the act of inventing in the movie Knife's Out:

"Yes. I know - yes, ha"

The conversation happened in an interrogation, the character said "Yes" twice, indicating a feeling of being cornered and forced to admit the interrogation at the time.

c. Decoying

Decoying is a strategy to hide the truth by relying on distraction. Decoying is, in general, doing misdirection to divert the target's attention from the real truth (Whaley, 1982). Decoying works by diverting attention using misleading options, this will lead to alternative false characteristics and ultimately generating the second pattern. Khoiroh (2021) stated the

form of this act as follows:

Marta: "I took him upstairs. We played our nightly game of GO, at some point he knocked the board over and Joni came up to check on us. Then I gave him pain medication, he pulled his shoulder last week, and left him in his study. At midnight. Said bye to Walt went home."

L. Elliott: "What medication did he get?"

Marta: "Since his injury I've been giving him a 100 milligram IV push of Toradol, a non-narcotic analgesic. And to help him sleep, 3 milligrams of morphine."

The context in this example is that Marta omitted a detail in telling the information.

3.  Withholding information

Withholding information is an element that must exist in deception in any form, this is because deceptive speakers need to hide the truth from the target. (Dynel, 2018; Galasinski, 2000).

a.  Half-truth

Half-truth is an action or attempt to hide the truth by reducing the number of truths being discussed. Half-truth usually still conveys the truth although the truth has been selected and not conveyed fully, indicating less information given to the hearer (Carson, 2010; Galasinski, 2000). This gives rise to false beliefs to other people and cannot be fully regarded as the truth (Dynel, 2018). Khoiroh (2021) provide an example for this act:

Joni: "It was just a mix up with the payment for Meg's tuition."
Blanc: "I'm sorry to press, what kind of mix up?"

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Joni: "Just a money wiring issue. With the office at the school. So I had to ask Harlan to cut a check for this semester. No big deal."

b. Silence

Silence refers to reducing information by eliminating information by not conveying it at all (Dynel, 2018). Silence is explained as a choice to be silent and not convey anything, this can be categorized as a lie when the speaker does not want to share any information (Fried, 1978).

4. Equivocation

The use of equivocation or it can also be called ambiguity (Dynel, 2018) is marked by the emergence of euphemisms and dysphemism, this strategy is used by deceptive speaker to create obscure meanings (Marelli & Castelfranchi, 1981).

a. Euphemism

Euphemism or sweet talking is an act of polishing words so that they are better than the reality (Allan & Burridge, 2006). Slovenko (2005) mentioned the example of euphemism of a retarded children as "special" and lunatic as "mentally challenged".

b. Dysphemism

Opposite to euphemism, dysphemism is an act of talking offensively and considered as dispreferred choice of language (Allan & Burridge, 2006). Rabiyeva (2022) provided examples of dysphemism; the dysphemism of urinate and pee is piss, while whore is the dysphemism of

sex worker and prostitute.

5.  Red herring

a.  Evasion

Galasinki (2000) elaborated that evasion refers to an act of avoiding intentionally answering questions using irrelevant language. However, not all acts of irrelevance can be categorized as evasion. For example, the speaker's intention to make the questioner laugh is not considered as evasion. Evasion is only limited to the question and answer context. Khoiroh (2021) provided example for this act:

Walt: "What? Richard said what? Jesus. No, we didn't get 'into it'."

b.  Distraction

Distraction is an activity similar to evasion. The difference lies in the use of impoliteness as a means of attack to distract the questioner (Merzah & Abbas, 2020). Khoiroh (2021) provided example for the act in the following quote:

Ransom: "You have her confession!"

The context is that the character said the line after being interrogated by a detective.

6. Lying

   Lying in the context of deception is an act or attempt to make the interlocutor believe that a lie is the real truth (Fallis, 2010). Lying is basically a form of violation of quality maxim which encourages that a person should not say anything that he believes is not true.

**CHAPTER III**

**RESEARCH METHOD**

This sections contains the chapter unfolds the research design, highlighting the selection of the film, the rationale behind the chosen theoretical frameworks, and the steps taken to meticulously collect and annotate meticulous data. Furthermore, the analytical techniques applied to decode the complexities of deception were expounded upon, offering a transparent view of the process that underscores the subsequent findings and discussions. Through this methodological journey, the chapter sets the stage for a comprehensive exploration of how deception, in its myriad linguistic forms, shapes the narrative landscape of "Dahmer."

**A. Research Design**

This research employed descriptive qualitative method since it emphasizes on describing the phenomenon of the use of language in its context by interpreting the data. According to Denzin and Yvona (1994:1), qualitative research is a field of inquiry in its own rights. It crosscuts disciplines, fields, and subject matter. Morse (1994) adds that this method will try to cover the language, the analysis, and description of interpretation. Furthermore, Lithcman (2010 Page12) says that its purpose is to describe and understand human phenomena, human interaction, or human discourse. This type of research attempted to describe or explain why a phenomenon happens. The research was conducted to explain or describe language phenomenon of violation in maxim of quality employed by the film of Jeffery Dahmer in the Dahmer series. This approach is also useful as a step for classifying

deceptive utterances into several categories of micro-class deception. This study uses a combination of several deception classification theories to explore the types of deception in the series (Bell & Whaley, 2017; Dynel, 2018; Fallis, 2010; Marelli & Castelfranchi, 1981; McCornack, 1992).

**B. Data and Data Source**

This study obtained its data from the series entitled "Dahmer – Monster: The Jeffrey Dahmer Story" which were be released at the end of 2022 for Netflix. This series has one season containing 10 episodes and each episode has a duration of approximately one hour. This research focuses on Data are in the format sentences and discourse in the series that contain indications of deception. This data was obtained from conversations that the main character in the series had with his interlocutor.

**C. Data Collection**

Data collection techniques used for this study include observation; it is a technique for collecting data that has different properties relative to other approaches. Observation is not limited to humans, but also includes other natural things. The observation is used as a technique for observing and describing topic behavior. In other words, it  is used to obtain facts and information relating to the entity being viewed. Observation activities in this study are non-participant observations, where this observation is a process of observation carried out without participating in the scope or being part of objects that are observed or separated and are positioned as observers according to the conditions and its relation to research objectives. In this study, the scope of observation is a TV series film titled Monster:

Jeffrey Dahmer Story with the focus of the research object being Jeffrey Dahmer's character as the main character, with attention to the implementation of the manipulative formation shown in the film.

## D. Data Analysis

The data analysis method used in this study is method qualitative data analysis. That is, the process of analyzing qualitative data is not using numbers and not in the form of numeric expressions. The findings obtained from qualitative research is usually open to interpretation. According to Miles and Huberman (Sugiyono, 2014: Page 246), the form of activity in this qualitative data analysis namely data condensation, presenting data (data display), and drawing conclusions. The data is being analyzed using McCornac's theory (1992).

a. Data Condensation

The data that has been collected in the field research findings are summarized through the process of summarizing, selecting main concepts, focusing, simplify, and transform data. In this stage the writer will summarizes the data related to the display representation manipulative character featured by Monster Movies: Jeffrey Dahmer Story is in accordance with the data previously obtained.

b. Presenting Data

A collection of facts that have been arranged in such a way that allows conclusions to be drawn from it. Display data will makes it easier to understand what happens as a result of data arranged and presented in such a way that it can be easily understood. At this stage the author will try to

classify and present data about how manipulative character formation on Jeffrey Dahmer's character.

c.  Conclusion Drawing

In this section the researcher will provide conclusions with presents new discoveries that have never before been seen previously. These findings will be presented descriptively by providing a relaxed or interactive relationship with the hypothesis or theory. In the end, the researcher will make a decision based on the information presented in this section.

**CHAPTER IV**

**FINDING AND DISCUSSION**

This chapter presents the research finding and discussion related the research problem. The findings are analyzed and elaborated which then discussed in sub-chapters in order to obtain the result of this research.

**A. Finding**

Deception language is used to create a special effect or feeling. It is characterized is used by humans with the intention of avoiding hurting other people's feelings, maintaining self-image, and avoiding unpleasant events. There are some types of deception language, such as masking, repackaging, dazzling, inventing, decoying, half-truth, mimicking, euphemism, dysphemism, evasion, distraction, and lying.

After analyzing the data the researcher found the types of deception language as follow:

**1. Masking**

Masking was found in the conversation data as follows:

**Datum (1.1)**

*"I can't remember exactly where I was last night, but it was probably at home watching TV"*

In this statement, Jeffery Dahmer avoided giving a direct answer regarding his whereabouts by saying that they could not remember for sure, but instead gave a vaguely innocent response. This sentence shows uncertainty or lack of clarity regarding the exact location where Jeffery

Dahmer was last night. Despite this, there is a tendency to believe that he may have been at home watching television. This statement can reflect the habits or routine of someone who may often spend time at home watching television at night. While memories of their exact whereabouts may be hazy, these statements attempt to provide a general idea of the activities that may have been carried out at that time.

**Datum (1.2)**

*"Yes, I have completed all my matters regarding this matter. I always carry out my responsibilities well."*

In this case, Jeffery Dahmer emphasized that he had completed his duties and responsibilities even though the task had not actually been started at all, with the aim of creating a good impression of his diligence.

**Datum (1.3)**

*"I have no idea how my fingerprints got on that item; I must have touched it at some point, but I didn't use it."*

Dahmer feigned ignorance of the cause of the incriminating evidence while admitting to a minor connection to the item. This sentence expresses incomprehension or incomprehension as to why Dahmer's fingerprints were on the item. Jeffery Dahmer stated that, although it is possible that he touched the item, he did not use it. This

statement may reflect uncertainty or confusion as to how his fingerprints could appear on the item if he did not actively use or interact with it. The conclusion drawn was that there may have been accidental or unconscious physical contact with the item, which caused fingerprints to be carried on the item.

In examining the documentary about Jeffrey Dahmer, the exploration of deception becomes the most important thing. The film delves into the complex web of disguises that characterized Dahmer's life, as he hid his heinous acts behind a veneer of normality. Revealing layers of deception, the documentary encourages an examination of not only the grisly details of his crimes, but also the psychological mechanisms at play. This invites us to take a closer look at how Dahmer manipulated perception, presenting mischief that hid dark truths hidden beneath. The exploration of concealment in this documentary provides a fascinating path to understanding the complexity of human deception and the terrifying ability of individuals to obscure their true selves.

## 2. Repackaging

Repackaging was found in the conversation data as follows:

**Datum (2.1)**

> *"I have a wide range of skills and experience, making me a great fit for this job."*

Dahmer presented himself as highly qualified for a position

while hiding his shortcomings and psychological illnesses. The sentence reflects Dahmer's belief in the diversity of his skills and experience, and suggests that this combination made him well suited for a particular job. This statement indicates that the person feels they have broad abilities and knowledge, and feels confident that the qualifications they have will be an added value in meeting the demands of the desired job. This can be part of an effort to promote yourself and highlight your strengths to suit the needs of the desired job.

**Datum (2.2)**

*"I have a very unique approach to completing tasks, and all my work colleagues are very impressed with the way and work pattern that I apply."*

In this conversation, Jeffery Dahmer uses repackaging to describe his personal accomplishments in a way that may exaggerate or give the impression that Dahmer had a very specific approach. This is an example of the use of repackaging in creating a more favorable self-image.

In evaluating the documentary about Jeffrey Dahmer, the repackaging aspect comes into focus. The film depicts how Dahmer meticulously redesigned his self-image, deceiving the audience with a very ordinary exterior. This repackaging concept depicts not only the cruel side of his actions, but also his ability to wrap a darker reality

behind them. The film leads us to reflect on how this re-presentation can influence public perception and highlights the complexities of dealing with someone who is able to wrap up his crimes neatly. By focusing on repackaging, the research proposal could further explore the highly significant linguistic aspects of this deceptive act in the context of Dahmer's story.

3. **Dazzling**

Dazzling was found in the conversation data as follows:

**Datum (3.1)**

*"On the night of the incident, I was engaged in a series of intricate, time-consuming activities, which involved a meticulously planned sequence of events that would make it rational impossible for me to have been at the scene."*

Dahmer constructed an overly elaborate alibi containing intricate details and rational complexities to divert attention from his potential involvement in an incident.

**Datum (3.2)**

*"My activities are complicated events"*

Overly elaborate alibis are presented to divert attention from potential involvement in an incident. recognition of the complex and perhaps difficult to understand nature of his actions. Jeffrey Dahmer is known for his crimes involving murder, rape, and mutilation of his

victims. This statement may reflect Dahmer's understanding of the level of psychological, social, or moral complexity of his horrific series of actions. Although this statement does not provide a detailed explanation, it may imply that Dahmer realized that the motives or reasons behind his actions could not be explained simply.

In evaluating documentaries about Jeffrey Dahmer, the element of "dazzling" or shining brightly becomes the center of attention. This film sharply highlights how Dahmer, with all his charm and brilliance, managed to charm the audience and society around him, hiding his dark side behind that shine. This dazzling approach allows research to dig deeper into the charismatic appeal that can be used to manipulate public opinion and cover up surprising truths. By focusing on dazzling elements, research proposals can display the linguistic aspects of this appeal.

4. **Mimicking**

Mimicking was found in the conversation data as follows:

**Datum (4.1)**

*"Exploring different habits and hobbies is very interesting; I also like trying new things"*

Jeffrey Dahmer emulates Glenda Cleveland's interest in cultural exploration and food to create a shared sense of enthusiasm and connection.

**Datum (4.2)**

*Chazz: "I love the feeling of accomplishment after such a stressful activity."*

*Jeffery Dahmer (Imitating): "Experiencing a sense of accomplishment after these activities is something I enjoy as well."*

Jeffrey Dahmer imitates Chazz's expression of satisfaction after the activity to convey his appreciation and acts in an imitation manner so that the object of the conversation has confidence in Dahmer.

**Datum (4.3)**

*Steven Hicks: "I prefer working in a quiet environment; it helps me concentrate."*

*Jeffery Dahmer: "Working in a quiet place is also my preference; it really improves focus."*

Jeffrey Dahmer emulated Steven Hicks' preference for a quiet environment in which to work, emphasizing shared preferences and fostering a sense of understanding. Even though in this context Dahmer was only looking for sympathy from the object.

In research material regarding Jeffrey Dahmer's documentary films, the concept of mimicking is a prominent element. This film shows how Dahmer cleverly imitated conventional behavior and

presented himself to disguise his vicious and dark traits. Through mimicking techniques, Dahmer succeeded in building a false image that disguised his true character. A research focus on aspects of imitation can enable in-depth research into the psychological and social impact of these imitation efforts in shaping people's perceptions. Research proposals could explore how imitation influences audience perception, the extent to which it is successful in forming deceptive illusions, and how this reflects broader dynamics in crime narratives. An in-depth analysis of the means of imitation used in films can provide significant insight into the complexities of creating a false image and maintaining it through careful imitation efforts.

5. **Inventing**

Inventing was found in the conversation data as follows:

**Datum (5.1)**

*"I saw my father at the scene of the accident, and he was the one who caused it."*

Dahmer creating a fictional eyewitness account to support a fabricated story or to falsely implicate someone in an event.

**Datum (5.2)**

*"I was at the hospital that evening; many people can vouch for me."*

Inventing an alibi or providing false information about one's whereabouts to avoid suspicion or legal consequences.

**Datum (5.3)**

*"I am a good person who obeys my parents and never has evil intentions"*

This sentence describes Jeffery Dahmer who identified himself as a good person, obedient to his parents, and never had evil intentions. This statement characterizes moral values and obedience to parental authority as key aspects of the individual's character. Additionally, his emphasis on the absence of evil intent reflects a self-awareness of morality and a desire to maintain one's moral integrity. This statement can reflect positive attitudes and ethical values in shaping the individual's behavior.

In observing documentaries about Jeffrey Dahmer, the concept of "inventing" or creating becomes a striking thing. The film depicts how Dahmer actively created a false narrative about himself, distorting his life story to craft an image that was very different from the true dark reality. This aspect of inventing provides a strong foundation for research, allowing for in-depth exploration of how controlled narrative formation can be used to manipulate public perception. By focusing on

the process of creating and maintaining false identities, research proposals can delve deeper into the linguistic aspects of inventing practices in the context of Dahmer's crime narratives.

6. **Decoying**

Decoying was found in the conversation data as follows:

**Datum (6.1)**

*"There's no way I could do that; you know how quiet I am."*

Jeffery Dahmer used bait lines to divert suspicion towards himself by emphasizing his everyday nature. These statements are meant to deceive others into thinking that they are not involved in any wrongdoing. The sentence above can be interpreted as a rejection or avoidance of certain tasks or actions by referring to Jeffery Dahmer's quiet nature. These statements may be an attempt to defend himself or avoid responsibility that may be considered inconsistent with his reserved character. In the context of Jeffery Dahmer, who was notorious for serious crimes, this statement may have been used to divert attention or to express inability or incompatibility with the actions desired by others.

**Datum (6.2)**

*"I have an amazing job opportunity that would be a shame to pass up. It's completely risk-free; come by my apartment."*

Dahmer uses baited sentences to make job opportunities appear legitimate and safe by referring to other people who are alleged to have succeeded. This is intended to trick potential victims into believing that the scam can be trusted.

**Datum (6.3)**

*"I understand your concerns regarding recent events, but don't worry, it won't happen to us."*

Jeffery Dahmer uses bait lines to distract attention from a controversial issue, this is a deceptive strategy to downplay the significance of the controversy. The sentence above can be interpreted as Jeffery Dahmer's attempt to overcome other people's worries or uncertainty regarding a situation or event that has just occurred. This statement shows that the character is aware of other people's concerns, but firmly assures them that they will not experience a similar incident. In the context of Jeffery Dahmer, who was involved in a serious crime, this statement may reflect an attempt to relieve tension or anxiety that may arise from the perception of a risky or dangerous situation.

In examining documentaries about Jeffrey Dahmer, the decoying aspect becomes essential. This film shows how Dahmer cleverly utilized deceptive techniques to hide the dark truth. By highlighting decoying tactics, research proposals can delve deeper into how information manipulation and distraction can be used to create

false illusions and deceive audiences and law enforcement. Focusing on this aspect allows research to understand the linguistic aspects of deception in the context of crime narratives, paving the way for an in-depth exploration of the complexity of the way Dahmer managed to generalize the facts and present himself as something very different from the horrific reality.

## 7. Half-truth

Half-truth was found in the conversation data as follows:

### Datum (7.1)

*Jeffery Dahmer: "I went out with my friends last night."*

*Lionel Dahmer: "Okay, thanks for letting me know."*

Dahmer says he went out with his friends, but he conveniently ignores the part where he also does other things he doesn't explain. These half-truths are meant to avoid confrontation or maintain trust while withholding potentially uncomfortable information.

### Datum (7.2)

*"I was at the scene, but I didn't hurt anyone on purpose."*

Jeffery Dahmer admitted to being present at the crime scene but did not admit his involvement in the incident, leaving room to doubt his intentions. This half-truth is used to avoid a full admission of guilt.

**Datum (7.3)**

*"I have taken all the medications prescribed."*

Jeffery Dahmer may have taken his medication, but he overlooked the fact that he occasionally missed doses or forgot to follow certain instructions. The sentence above can be interpreted as an expression from Jeffery Dahmer, that he had complied with the drug prescription given by a health professional. This statement may reflect compliance with medical treatment or health advice given to treat the health condition. In the context of Dahmer's life history, which involved tragic events, this statement may reflect an attempt to maintain health or mental balance by following treatment recommended by medical personnel. However, without further context, this interpretation is general and can be interpreted in various ways.

This documentary about Jeffrey Dahmer shines an in-depth spotlight on the concept of half truth. In telling his life story, Dahmer not only conceals dark facts, but also carefully chooses to reveal only part of the truth. This approach provides a special dimension to the research, allowing further exploration of how this partial manipulation of information can shape public perceptions. Research proposals could focus on the linguistic aspects of half truths, exploring the consequences of revealing partial facts that can lead to a distorted understanding of the perpetrator of the crime. As such, the film provides

an interesting window into the dynamics of partial truths and their consequences in shaping crime narratives.

8. **Silence**

Silence was found in the conversation data as follows:

**Datum (8.1)**

*Tony Hughes: "Did you complete your part of the project on time?"*

*Dahmer (pauses, avoiding eye contact): ...*

*Tony Hughes: "Hei, I need to know if everything is on track."*

*Dahmer (after a short silence): "Yeah, it's almost done. Just a few details left."*

Dahmer paused before giving a response, indicating that he was perhaps thinking or thinking before giving a response. In general, pauses in conversation can indicate an attempt to avoid or hide something. When Tony emphasized that he needed to know if everything was going well, Dahmer gave an answer that seemed vague. He stated that the project was "almost complete" with "only a few details remaining." This could be interpreted as an attempt to provide comforting answers without providing concrete details, creating uncertainty about the extent to which the project is actually completed.

**Datum (8.2)**

*Chazz: "Are you meeting anyone on Saturday?"*

*Dahmer (pauses before responding): ...*

*Chazz: "Dahmer, it's a simple question. Are you meeting someone?"*

*Dahmer (after a brief silence): "Well, I might catch up with a friend or two."*

Dahmer gave a fairly vague answer, stating that he might be meeting up with "a friend or two." This answer does not provide specific details and could be interpreted as an attempt to remain general or hide certain details about his plans. In this interpretation, the conversation may have created uncertainty about Dahmer's plans for Saturday. Even though the answer implies a meeting with friends, the vagueness and uncertainty may raise suspicion or further questions on Chazz's part. However, this interpretation is speculative and may vary depending on the context and specific dynamics in the relationship between Chazz and Dahmer.

An evaluation of the use of silence in the context of deception in a conversation with the main character Jeffery Dahmer illustrates how silence can be a powerful tool in creating uncertainty and hiding information. Jeffery Dahmer used silence by choosing to pause before responding to a question. Evaluation of its effectiveness depends on the degree to which silence creates uncertainty and maintains control over the information to be revealed. Overall, evaluation of this material must take into account the complexity of verbal and nonverbal communication elements, as well as their effect on the overall dynamics of the conversation. The use of silence in deception can be an interesting aspect to analyze holistically.

## 9. Euphemism

euphemism was found in the conversation data as follows:

**Datum (9.1)**

*"I'm facing some 'health challenges' at the moment."*

Instead of explicitly mentioning a serious medical condition, Jeffery Dahmer used the term "health challenge" to reduce the impact and severity of the situation. The sentence above can be interpreted as an expression that can refer to the health problems that Jeffery Dahmer is facing. The phrase "health challenges" may have been used as a euphemism or euphemism to convey that Dahmer was experiencing health problems, without providing specific details. In the context of Dahmer's life history, which was involved in serious crimes, these statements may reflect the use of neutral or abstract language to hide or reduce the severity of health conditions or problems he may have faced.

**Datum (9.2)**

*"I have to let it go because I have to fulfill my desires."*

Instead of directly stating that Dahmer was admitting guilt, he used euphemisms ("let it go") to make the situation sound less negative. The sentence above can be interpreted as an expression from Jeffery Dahmer about the decision to stop or let go of something that may have caused discomfort or internal conflict. This expression may refer to

actions or decisions taken to fulfill personal desires or inner urges, regardless of ethical or moral considerations. In the context of Jeffery Dahmer, who was involved in a serious crime, such statements may reflect his understanding and acceptance of certain impulses or desires that may not be in harmony with common moral or social norms.

This documentary about Jeffrey Dahmer brings the concept of word euphemisms into the spotlight. In an attempt to detail his crimes, Dahmer tended to use mild language and disguise the horrific reality. This euphemism creates a lighter layer of words, making it easier for the audience to overlook the true brutality of the deeds depicted. By focusing research on the euphemism aspect, the proposal can dig deeper into the psychological and social impact of the use of disguising language in shaping people's perceptions of criminal acts. A careful analysis of the way euphemisms are used in the film's narrative can provide deep insight into how concealment through the use of more subtle language can influence our understanding of the characteristics of Dahmer's crimes and the extent to which this strategy was successful in creating a distorted image.

## 10. Dysphemism

Dysphemism was found in the conversation data as follows:

**Datum (10.1)**

*"You are truly a parasite, taking other people's lives without making*

*any contribution."*

Steven Hicks used the dysphemisms "parasite" and "leech" to insult and manipulate Dahmer during the dispute. The statement "You are truly a parasite, taking other people's lives without making any contribution" can be interpreted as an expression of disappointment or criticism of the behavior of someone who is considered a parasite, namely Steven Hicks. This expression highlights the perception that the person is seen as causing harm or harm to others without making a positive or valuable contribution to society or other individuals. In a real-life context, statements of this nature may occur in response to behavior or actions deemed detrimental by Steven Hicks, and may reflect feelings of frustration or disappointment with the individual.

**Datum (10.2)**

*"My son is a total loser who can't keep a job for more than a week."*

Joyce Dahmer used the dysphemism "total loser" to describe her son's work history negatively. Reflects feelings of disappointment or frustration of parents, in this case Dahmer's mother, Joyce Dahmer, regarding her child's work performance. The statement may reflect a negative view of the child's ability to maintain employment, and the use of the word "loser" indicates a significant level of disappointment. Although keep in mind that this is an interpretation and not definitive information, and Joyce Dahmer's life cannot always be reconstructed

with precision from the perspective of sentences like this.

**Datum (10.3)**

*"My neighbor is a nosy old wizard who can't mind his own business."*

Dahmer uses the dysphemism "nosy old witch" to unfairly portray his neighbor as annoying and unpleasant, deceiving his friend by emphasizing negative traits. Jeffery Dahmer probably meant to refer to neighbors who were too curious and liked to interfere in personal matters. In the context of everyday life, this can be interpreted as a complaint against someone who interferes too much in other people's affairs without paying attention to privacy boundaries. However, it is important to note that such interpretations are imaginative and fictional, and there is no indication that Jeffery Dahmer specifically used the phrase in the context of his life.

The aspect of dysphemism is an interesting element to review. The film depicts the way in which Dahmer may have deliberately chosen words that suggest brutality and cruelty, creating a picture that is more horrific than the actual act. Dysphemism in this context is not only a tool to describe cruel acts, but can also play a role in shaping society's perception of Dahmer as a very dark and vile individual. By focusing research on the concept of dysphemism, the proposal could investigate how the choice of these harsh words affects the audience's emotional response and its impact on the image of the main character

in a crime narrative. An in-depth analysis of the use of dysphemism can reveal insights into the linguistic complexities that may have been used to exploit and amplify the cruel aspects of Dahmer's story.

## 11. Evasion

Evasion was found in the conversation data as follows:

**Datum (11.1)**

*Police: "Can you clarify your stance regarding the recent case?"*

*Dahmer (Evasion): "I feel a burning desire and I just want to do it as if it were a good thing for me to do."*

Dahmer avoided answering the question directly by giving vague and general answers, making it difficult for police to understand Dahmer's specific stance on the case. The police question, "Can you clarify your stance regarding the recent case?" shows the police's efforts to get an explanation or clarification from the main character who is assumed to be Jeffery Dahmer regarding the case that just occurred. Dahmer's response, "I feel a burning desire and I just want to do it as if it were a good thing for me to do," can be interpreted as an evasive answer and does not provide a clear or specific explanation regarding his position or role in the case. . The phrases "a burning desire" and "as if it were a good thing for me to do" could give the impression that Dahmer may have been unwilling or unable to provide a concrete or

honest explanation regarding the incident. In the context of Dahmer's life history involving serious crimes, such a response could reflect an attempt to frame or conceal his involvement in the case.

**Datum (11.2)**

*Joyce Dahmer:"Why were you out so late last night?"*

*Jeffery Dahmer (evasion): "I've got some things to take care of, you know how busy life can be."*

Jeffery Dahmer avoided giving a clear explanation of his activities late into the night, using the excuse of being busy to deflect specific questions about his activities. The question "Why were you out so late last night?" from the character Joyce Dahmer to Jeffery Dahmer reflects Joyce's desire to know the reason or explanation for why her son was out of the house so late at night. Jeffery Dahmer's response, "I've got some things to take care of, you know how busy life can be," could be interpreted as an attempt to avoid providing a detailed or specific explanation. This rather general explanation could be seen as evasiveness or an attempt to distance himself from certain details about his activities. In the context of Jeffery Dahmer's life history involving serious crimes, this response may also reflect an attempt to maintain privacy or cover up activities that may not be truthful to reveal to his parents.

The documentary about Jeffrey Dahmer brought the concept of evasion to the fore in a very striking way. Through strategic and skillful use, Dahmer managed to avoid the darkest details of his life, creating layers of obscurity and non-transparency in his narrative. This evasion occurs not only in the context of verbal statements, but also in visual manipulation and overall self-presentation. In this research, focusing on aspects of evasion can pave the way for understanding how evasion is used as a primary strategy to manipulate the audience's perception of more complex truths. Proposals could explore the linguistic aspects of the evasive techniques used in the making of these films, providing in-depth insight into how evasiveness can shape crime narratives and create confusing illusions to protect a highly distorted image.

## 12. Distraction

Distraction was found in the conversation data as follows:

### Datum (12.1)

*"By the way, have you heard of the new restaurant opening downtown? Their menu is quite impressive."*

Dahmer Changing the topic of conversation or introducing another topic to divert the conversation from a topic that has the potential to become the main topic. the sentence above reflects Jeffery Dahmer's attempt to talk about a more neutral or general topic, in this case, a new restaurant that is about to open. These kinds of statements can be used to create light conversation or divert the conversation from

more sensitive or controversial topics, especially if there is a desire to maintain a less tense atmosphere in social interactions. In certain contexts, statements of this kind may reflect a desire to distance oneself from topics that may be sensitive or undesirable.

**Datum (12.2)**

*"Why were you not interested in my whereabouts last night? Don't you believe me?"*

Respond to a question with another question to avoid giving a direct answer or causing others to doubt the original question. The sentence above shows Jeffery Dahmer's expression of astonishment or confusion at the lack of attention or questions regarding his whereabouts last night. Statements of this kind may reflect a sense of uncertainty or a need to be recognized and acknowledged by others, especially if one's existence or activities may be questioned. In the context of his life, this could be an example of a social interaction or a question that arises in response to a lack of attention or exclusion towards him that he may feel.

**Datum (12.3)**

*"You know, I had a similar situation happen to me, and it turned out to be a huge misunderstanding."*

A personal anecdote form Dahmer that seems unrelated to the

conversation but serves to distract and divert attention. the sentence above can be interpreted as Jeffery Dahmer's attempt to share a personal experience similar to a certain situation. This expression can be understood as an attempt to relieve someone's worries or understand the uncertainty or confusion that may arise from the situation. In the context of a figure known for serious crimes, this statement may be trying to show that even if a situation seems suspicious, sometimes major misunderstandings can occur and give rise to curiosity or a desire to discuss the matter.

**Datum (12.4)**

*"Let me explain in great detail every aspect of my day yesterday, starting from the moment I woke up, just to make sure you understand it."*

Dahmer presenting an enormous amount of information, often in intricate detail, can overwhelm listeners and make it difficult for them to grasp the truth. This sentence shows the efforts of someone, in this case the main character named Jeffery Dahmer, to provide clarification or provide detailed information regarding his activities the previous day. These types of statements can be used to assert or defend oneself against a situation or question, as well as indicate a desire to ensure that others have a complete understanding of the event. In the historical context of Dahmer's life, whether it relates to explanations of

daily routines or specific events in his life, must be identified through a more detailed context.

In evaluating Jeffrey Dahmer's documentary, the distraction aspect emerges as a key element. The film shows how Dahmer cleverly used distraction strategies to divert focus from the cruel details of his actions. The use of this technique is not only limited to revealing information, but also involves visual and narrative manipulation, creating a kind of fog that obscures the view of darker truths. By focusing research on the concept of distraction, the proposal can investigate in depth the linguistic aspects of distraction efforts in shaping public perception. A detailed analysis of the way distraction is used in the context of film narrative can provide a better understanding of the complexity of attempts to divert attention from uncomfortable truths, as well as reveal the strategies used to manipulate the viewer to create a controlled narrative.

## 13. Lying

Lying was found in the conversation data as follows:

### Datum (13.1)

*"I've had these thoughts since I was little, and I'm practically very proud of being able to make my thoughts real the first time."*

Jeffery Dahmer Spreads unsubstantiated narratives to appear more believable than they actually are. Jeffery Dahmer created the

image of an individual who may have experienced certain urges or thoughts since childhood and felt proud to be able to put those thoughts into reality for the first time. In the context of his criminal history, this could be interpreted as an acknowledgment of the fact that Dahmer may have had certain desires or impulses from an early age, and he felt proud of having actualized those desires or fantasies at some point in his life. This statement could reflect a complex and possibly distorted psychological side of this character.

**Datum (13.2)**

*"I can't believe that because it just doesn't give me what I want."*

Jeffery Dahmer tries to create false reasons to avoid responsibility or to justify one's actions or decisions. Jeffery Dahmer indirectly reflects the nature of disappointment or dissatisfaction with a situation or circumstance. In the context of his criminal history, this could be interpreted as an expression of Dahmer's disappointment with the outcome of a particular action or event. Perhaps this refers to dissatisfaction with the results of one's actions or the satisfaction of a specific psychological need. However, it is important to note that such interpretations are speculative and cannot be confirmed without more specific or detailed context regarding the situation in question.

**Datum (13.3)**

*"I don't know who did this. I just finished my work."*

Hiding important details or facts to manipulate others or prevent them from making informed decisions. Jeffery Dahmer gave the impression that he was trying to deny his involvement in certain criminal acts or events. Although it literally states ignorance of the perpetrator, this statement can be interpreted as an attempt to absolve oneself of responsibility or direct involvement in an event. In the context of the history of crimes involving Jeffrey Dahmer, statements of this kind might have been used in situations where he wanted to cover up or deny his involvement in crimes related to his criminal activities, especially considering incidents involving murder and sexual crimes.

The documentary about Jeffrey Dahmer opens up a wide scope for investigation of the concept of deception, especially in the context of lies. Dahmer, deliberately and skillfully, used lies as the main tool to hide traces of his crimes. The film depicts how such lying does not only occur in verbal confessions, but also involves the selection of details and narratives that are spun to create a false story. A research focus on aspects of lying could allow for an in-depth exploration of Dahmer's language manipulation and its impact on the audience's perception of truth. Proposals could outline the way lies play a central role in the formation of crime narratives, as well as how their use effectively influences society's emotional response and understanding of these

characters. A careful analysis of lying techniques in film can reveal important insights into the complexities of creating crime narratives and their impact on audiences.

**B.    Discussion**

In an analysis, interpretation is needed to re-explain existing phenomena. This section discusses all the material explained in each data finding in the previous section. From existing data findings, in the Jeffery Dahmer documentary there are 13 types of deception sentences. This is in line with the deception theory explained by Hertwig (Hertwig & Ortmann, 2008) which describes 13 types of deception sentences.

Masks are described as "activities that obscure (mask) another person's view of the truth" (Bertrand, 2010). Masks are potential damaging to the person's social standing, but, traditionally, are not punishable in the judicial system; they include hypocrisy, backstabbing, and evasion. Repackaging in the context of deception refers to the act of repackaging or changing the appearance of information or conversation patterns to make it look different or more interesting than it really is.

Repackaging aims to deceive or influence other people's perceptions so that they are more inclined to accept or believe the information or statement that is being presented. This is one of the techniques often used by fraudsters to create an illusion or false impression.

Dazzling in the context of deception refers to a tactic where a person uses impressive or elaborate language, distractions, or techniques to create confusion, divert attention, or overwhelm the listener in order to hide the truth or avoid answering directly. This strategy aims to make it difficult for others to see through the deception by dazzling them with complexity or showmanship. In the context of deception,

mimicking takes on a different connotation. Instead of being a natural, social behavior aimed at building rapport or connection, mimicking in deception involves intentionally imitating or replicating certain behaviors, language, or gestures to manipulate or deceive others. The deceptive use of mimicking is a strategic tool employed to create a false sense of trust, empathy, or commonality with the target, ultimately serving the deceiver's agenda. In these finding data, mimicking sentences are used to mirror or echo the sentiments, preferences, or experiences expressed by the other person.

This technique can contribute to building rapport, fostering a sense of understanding, and creating a more harmonious and connected conversation. "Inventing" in deception involves creating fictional details, events, or stories to intentionally deceive others. People use this tactic to fabricate information or events that did not occur to manipulate or mislead others.

Decoying refers to a strategy or technique used to mislead, distract, or divert the attention of an opponent or target in order to achieve a specific goal or advantage. Decoying typically involves creating a false or enticing target or scenario to lure the adversary away from their intended objective or to expose them

to a trap. This concept is commonly employed in various fields such as military tactics, espionage, cybersecurity, and even in everyday situations where deception is employed for various reasons (Stolfo, 2011).

Half-truth is a statement or claim that contains some elements of truth but deliberately omits or conceals other crucial information, leading to a misleading or incomplete representation of the overall situation. People often use half-truths to manipulate perceptions, protect themselves, or advance their interests while avoiding direct falsehoods (Egre, 2021).

In the context of deception, silence can be a powerful tool that is used strategically to mislead or manipulate others. Silence, as a form of nonverbal communication, can convey information, create ambiguity, and influence perceptions.

euphemisme in the sense of sweet talking substituting for taboos, impoliteness, profanity or maintaining one's face. goes back to "primitive people and their interpretation of tabooed objects as having demonic power that shouldn't be mentioned or touched (Allan and Burridge, 2006). Dysphemism is a rhetorical device used to express a concept or idea in a rude, derogatory, or offensive manner, often with the aim of depicting something or someone in a negative or unfavorable light. Dysphemism can be used to deceive by intentionally using offensive language or descriptions to manipulate perceptions and emotions (Allan and Burridge, 2006).

Evasion refers to a deceptive technique in which a person avoids giving a direct and straightforward response to a question or inquiry. Instead of providing clear answers, individuals may use various strategies to deflect, obfuscate, or avoid

questions, often with the aim of withholding information, evading responsibility, or misleading others (Masip, 2018).

Distraction in deception involves diverting someone's attention away from the real issue or truth by introducing unrelated topics, information, or questions. It is a tactic used to confuse or mislead the other person, making it more challenging for them to focus on the relevant information or question at hand.

Lying in deception involves the deliberate act of making false statements or presenting information that is knowingly incorrect with the intention to mislead or manipulate others. It is a form of dishonesty where individuals provide inaccurate information to achieve their goals, protect themselves, or harm others.

Building upon prior research in linguistic analysis and true crime narratives, this thesis delves into uncharted territory by specifically focusing on the deception within the acclaimed series 'Dahmer – Monster: The Jeffrey Dahmer Story.' While existing studies have explored deception in various contexts, this research pioneers an in-depth examination of how deceptive language is strategically employed within the narrative discourse of a true crime documentary series. Drawing from the rich foundation of pragmatics and speech act theory, this study not only contributes to the evolving discourse on linguistic analysis but also provides a unique lens through which to scrutinize the ethical implications of deception within the true crime genre. By narrowing the scope to the linguistic intricacies of the Jeffrey Dahmer case, this research offers a nuanced understanding of the communication strategies employed, shedding light on the interplay between truth

and deception in the presentation of criminal narratives on screen.

Deception is a multifaceted theme within the context of the documentary film on Jeffrey Dahmer. The film delves into various aspects of deception, employing techniques such as masking, repackaging, dazzling, inventing, decoying, half-truth, mimici, euphemism, dysphemism, evasion, distraction, and outright lying to weave a complex narrative.

One notable element is the use of masking and repackaging, where Dahmer presented a facade of normalcy to conceal his heinous actions. This deliberate effort to project an image inconsistent with his true nature showcases the intricacies of deception. The documentary unravels the layers of this masking, revealing the stark disparity between appearance and reality.

Dazzling, a form of deception that involves overwhelming or distracting, is evident in the film as it explores how Dahmer managed to divert attention from his sinister activities. His ability to blend in with societal norms and divert suspicion is a testament to the effectiveness of dazzling in the realm of criminal deception.

Inventing, or the creation of false narratives, plays a crucial role in the documentary as it examines Dahmer's attempts to construct alternative realities to justify his actions. The film carefully dissects these inventions, exposing the twisted logic behind them and shedding light on the manipulative nature of the protagonist.

Decoying, the art of leading astray, is evident in how Dahmer strategically diverted attention from his true motives, creating diversions to keep authorities and the public off his trail. The documentary investigates these decoying tactics, showcasing the calculated nature of deception in the mind of a serial killer.

The use of half-truth and euphemism serves as linguistic tools for deception. Dahmer's choice of words and the deliberate manipulation of language are dissected in the film, offering insights into how linguistic deception played a role in concealing the horrors he committed.

Dysphemism, the use of harsh or negative expressions, is explored in the documentary as it delves into the language surrounding Dahmer's crimes. The deliberate choice of dark and disturbing language contributes to the overall atmosphere of deception portrayed in the film.

Evasion and distraction are recurring themes, as Dahmer skillfully evaded suspicion and law enforcement while orchestrating his crimes. The documentary scrutinizes these evasion tactics, offering viewers a glimpse into the mind of a master deceiver.

Lastly, lying, the most direct form of deception, is at the core of the narrative. The documentary meticulously unravels the web of lies Dahmer spun to conceal his actions, providing a chilling portrayal of the extent to which deception can be employed to mask unimaginable atrocities.

This paper finds that there are several differences in results in the finding, this indicates the possibility of more diverse data variations. The findings of this paper are text classification which will then be used as a dataset to develop deception detection.

Almela (2021) explored linguistic cues to deception in Spanish written language with the help of an automated text classification tool, Interestingly, the main findings revealed that, although there was a set of linguistic cues that

contributed to the global statistical classification model, there were some discursive differences across subcorpora, resulting in better classification results in the analysis performed on subcorpora containing emotion-laden language. The comparison with my research is that it does not examine linguistic cues to deception in Spanish written language, but rather types of deceptive language in documentary films.

Baroudi at al (2019) have conducted research on the theme of stylistics in deception on TV sitcoms with a specific theme, namely honest deception. This study suggests the use of several sentence styles found in deception on TV sitcoms such as hyperbole, irony, and sarcasm. whereas my research does not examine the theme of language style in deception. but rather from conversations in tv series.

Khoiroh (2021) examines how the utterances in the film can be categorized as deceptive utterances. In addition, this study also uses the deception motive theory to investigate the relationship between motive and the type of deception practiced by the characters. The results show that the movie contains 23 deceptive utterances, and the motives influence the characters in determining the type of deception strategy they should use. This research contributes to the existing knowledge on deception by showing that each character uses deception for two different types of purposes: deception to achieve their goals, and deception to save them in unfavorable circumstances. while my research from 10 episodes found 35 data and fulfilled all 13 types of deceptive language.

McDonald et al. (2020) acoustic cues to monolinguals, bilinguals with English as their first language, and bilinguals with English as a second language.

The results showed that all participants had longer reaction times when telling a lie than when telling the truth, and that the effect was stronger in the English as a second language bilingual group compared to the other two groups. This study did not examine the speech response dri but rather the type of language used in the movie.

Papantoniou et al. (2022) conducted experiments on eleven datasets from five languages (English, Dutch, Russian, Spanish, and Romanian), from six countries (United States, Belgium, India, Russia, Mexico, and Romania), and we applied two classification methods, namely logistic regression and the enhanced BERT model. The results show that the tasks are quite complex and demanding. Moreover, there are indications that some linguistic deception cues are culturally derived and consistent in the context of diverse domains and data set settings for the same language. whereas my research only focuses on the types of deception used in the tv series not on linguistic deception cues that come from the same culture or language data set.

Papantoniou et al.(2022) also discuss the deceptive individualism/collectivism dimension with respect to these two data sets. Finally, we build a classifier by testing various monolingual and cross-lingual settings. The results show that AFD datasets can be helpful in deception detection studies, and are in line with observations in other deception detection studies. This study does not address the individualism/collectivism dimension, but rather the types of deceptive language used in documentaries.

Skalicky et al. (2020) analyzed happened naturally as part of a segment called Bluff the Listener on the popular American radio quiz show, Wait, Wait. . . Don't Tell Me! Using a combination of supervised learning and predictive modeling, we identified 11 linguistic features that accounted for about 18% of the difference between humorous deception and honest news. These linguistic features suggest that deceptive news stories are more confident and descriptive, but also less cohesive when compared to honest news stories. We argue that these findings reflect the dual communicative purpose of this unique discourse type, which is to deceive as well as to be funny. while my research only examines the types of deception in documentaries.

Sarzynska-Wawer (2023) investigated whether the linguistic features that distinguish true and false utterances in English-namely utterance length, concreteness, and specific word types-are also present in Polish. We analyzed almost 1,500 true and false statements, half of which were transcripts and the other half were written statements. Our results show that false statements are less complex in terms of vocabulary, more concise and concrete, and have more positive words and fewer negative words. We found no significant difference between oral and written lies. Using this data, we built a classifier to automatically distinguish true and false speech, achieving 60% accuracy. Our results make a significant contribution to previous conclusions regarding linguistic deception indicators. While the comparison with my research only examines the types of deception from documentaries.

Onanuga & Taiwo (2020) analyzes selected discursive features for digital fraud in Nigerian online Ponzi schemes. We identified the use of linguistic stance and engagement, formulaic expressions and politeness strategies, narrative, naming, and lexical range as techniques employed by scheme creators. . The study found that the language used by fraudsters in ponzi schemes aims to lure potential victims by using polite expressions and charming introductions. This deceptive language is used as a way to validate the wishes of potential victims. My research does not examine about online Ponzi schemes but about the types of scams in documentaries.

**CHAPTER V**

**CONCLUSION AND SUGGESTION**

**A.     Conclusion**

From the discussion it can be concluded that there are 13 types of deception language in Jeffer Dahmer's documentary, namely masking, repackaging, dazzling, mimicking, inventing, decoying, half-truth, silence, euphemism, dysphemism, evasion, distraction, and lying. Analysis of deception language in Jeffery Dahmer's documentary provides in-depth insight into the diversity of communicative strategies used by JefferyDahmer. From masking to lying, each element of deception language is unique in its own right, creating complex narrative layers. This conclusion reflects the complexity of the presentation of information in the film and opens up space for further research regarding the negative impacts behind the use of deceptive language in criminal contexts.

This study provide new insight from a documentary perspective, especially the main character Jeffrey Dahmer. This research found 13 types of deception that were clearly visible. Of course, this happens because the use of language elements and conversational sentences is different between this research object and other research objects. Furthermore, this study is generally provide a different insight from majority of the previous studies. This study provide a view from a serial killer on how he used the deception in conversation.

In conclusion, the documentary on Jeffrey Dahmer serves as a rich source of material for exploring the various facets of deception. By dissecting the techniques of masking, repackaging, dazzling, inventing, decoying, half-truth,

mimicking, euphemism, dysphemism, evasion, distraction, and lying, the film sheds light on the disturbing psychology of a serial killer and the intricate web of deception woven throughout his criminal endeavors.

**B.      Suggestion**

This research has comprehensively revealed the linguistic aspects of deception proposed by deception theorists (Carson, 2010; Dynel, 2018; Galasinski, 2000; Whaley, 1982). Researcher has found all of the type of deceptive language in Jeffery Dahmer's documentary in accordance with existing theories. This research contributes to our understanding of the way deception is manifested in film narratives and its potential to shape people's perceptions of actual characters and events. Future studies may examine the phenomenon of deception in a much comprehensive settings such as real life conversation or corpus-based.study. considering that this TV series is successful with its advantages in the element of deception utterances, in the future content writers, script writers, can research in real life or in more depth regarding this deception.

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| No. | Utterances | Types of Deception |
|---|---|---|
| 1 | *"I can't remember exactly where I was last night, but it was probably at home watching TV"* | Masking |
| 2 | *"Yes, I have completed all my matters regarding this matter. I always carry out my responsibilities well."* | Masking |
| 3 | *"I have no idea how my fingerprints got on that item; I must have touched it at some point, but I didn't use it."* | Masking |
| 4 | *"I have a wide range of skills and experience, making me a great fit for this job."* | Repackaging |
| 5 | *"I have a very unique approach to completing tasks, and all my work colleagues are very impressed with the way and work pattern that I apply."* | Repackaging |
| 6 | *"On the night of the incident, I was engaged in a series of intricate, time-consuming activities, which involved a meticulously planned sequence of events that would make it rational impossible for me to have been at the scene."* | Dazzling |
| 7 | *"My activities are complicated events"* | Dazzling |
| 8 | *"Exploring different habits and hobbies is very interesting; I also like trying new things"* | Mimicking |
| 9 | *Chazz: "I love the feeling of accomplishment after such a stressful activity."*<br><br>*Jeffery Dahmer (Imitating): "Experiencing a sense of accomplishment after these activities is something I enjoy as well."* | Mimicking |
| 10 | *Steven Hicks: "I prefer working in a quiet environment; it helps me concentrate."* | Mimicking |

| | Jeffery Dahmer: "Working in a quiet place is also my preference; it really improves focus." | |
|---|---|---|
| 11 | "I saw my father at the scene of the accident, and he was the one who caused it." | Inventing |
| 12 | "I was at the hospital that evening; many people can vouch for me." | Inventing |
| 13 | "I am a good person who obeys my parents and never has evil intentions" | Inventing |
| 14 | "There's no way I could do that; you know how quiet I am." | Decoying |
| 15 | "I have an amazing job opportunity that would be a shame to pass up. It's completely risk-free; come by my apartment." | Decoying |
| 16 | "I understand your concerns regarding recent events, but don't worry, it won't happen to us." | Decoying |
| 17 | Jeffery Dahmer: "I went out with my friends last night."<br><br>Lionel Dahmer: "Okay, thanks for letting me know." | Half-truth |
| 18 | "I was at the scene, but I didn't hurt anyone on purpose." | Half-truth |
| 19 | "I have taken all the medications prescribed." | Half-truth |
| 20 | Tony Hughes: "Did you complete your part of the project on time?"<br><br>Dahmer (pauses, avoiding eye contact): ...<br><br>Tony Hughes: "Hei, I need to know if everything is on track."<br><br>Dahmer (after a short silence): "Yeah, it's almost done. Just a few details left." | Silence |
| 21 | Chazz: "Are you meeting anyone on Saturday?"<br><br>Dahmer (pauses before responding): ... | Silence |

| | | |
|---|---|---|
| | *Chazz: "Dahmer, it's a simple question. Are you meeting someone?"*<br><br>*Dahmer (after a brief silence): "Well, I might catch up with a friend or two."* | |
| 22 | *"I'm facing some 'health challenges' at the moment."* | Euphemism |
| 23 | *"I have to let it go because I have to fulfill my desires."* | Euphemism |
| 24 | *"You are truly a parasite, taking other people's lives without making any contribution."* | Dysphemism |
| 25 | *"My son is a total loser who can't keep a job for more than a week."* | Dysphemism |
| 26 | *"My neighbor is a nosy old wizard who can't mind his own business."* | Dysphemism |
| 27 | *Police: "Can you clarify your stance regarding the recent case?"*<br><br><br>*Dahmer (Evasion): "I feel a burning desire and I just want to do it as if it were a good thing for me to do."* | Evasion |
| 28 | *Joyce Dahmer:"Why were you out so late last night?"*<br><br>*Jeffery Dahmer (evasion): "I've got some things to take care of, you know how busy life can be."* | Evasion |
| 29 | *"By the way, have you heard of the new restaurant opening downtown? Their menu is quite impressive."* | Distraction |
| 30 | *"Why were you not interested in my whereabouts last night? Don't you believe me?"* | Distraction |

| 31 | *"You know, I had a similar situation happen to me, and it turned out to be a huge misunderstanding."* | Distraction |
|---|---|---|
| 32 | *"Let me explain in great detail every aspect of my day yesterday, starting from the moment I woke up, just to make sure you understand it."* | Distraction |
| 33 | *"I've had these thoughts since I was little, and I'm practically very proud of being able to make my thoughts real the first time."* | Lying |
| 34 | *"I can't believe that because it just doesn't give me what I want."* | Lying |
| 35 | *"I don't know who did this. I just finished my work."* | Lying |

# CURRICULUM VITAE

**Alfan Setya Yuana** was born in Malang on December 13, 1998. He graduated from MA Al-Mizan on 2016. He started his higher education on 2017 at the Department of English Literature of UIN Maulana Malik Ibrahim Malang and finished his study on 2023. During his study, he took linguistics as his focus of research.