

EUPHEMISM USED IN THE JAKARTA POST NEWSPAPER

THESIS

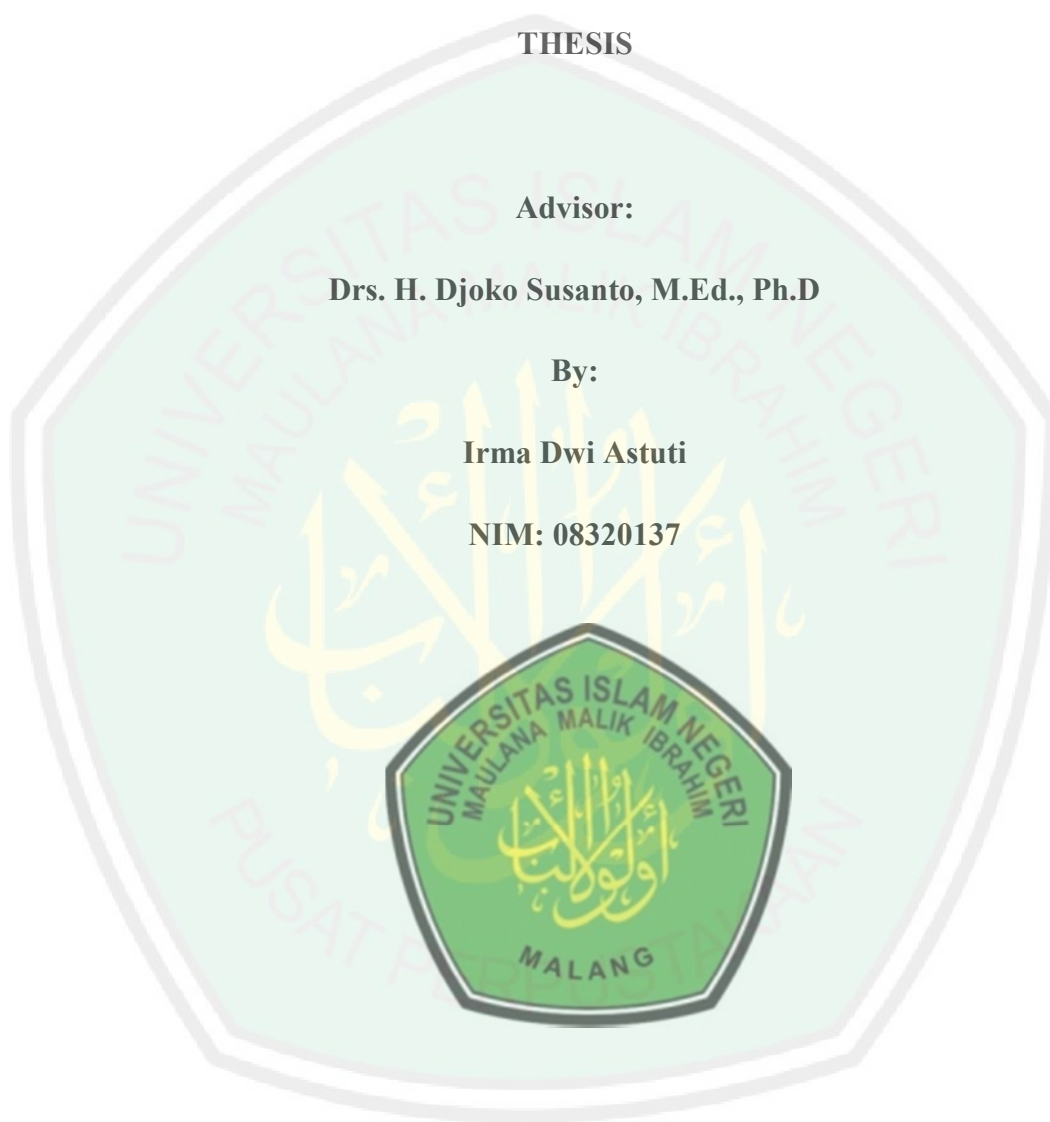
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2014

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STATEMENT OF THESIS AUTHORSHIP

I state that this thesis entitled “*Euphemism Used In The Jakarta Post Newspaper*” is truly my original work. It does not incorporate any materials previously written or published by another people, except those which are indicated in the notes, quotations and bibliography. Due to this fact, I am the only person who is responsible for the thesis if there is any objection or claim from others.

Malang, 07 April, 2014

The researcher,

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MOTTO

*Good communication comes from people to people,
but great communication comes from people to Allah*



DEDICATION

This thesis is especially dedicated to: my beloved father and mother (Djoko Supriyo & Mukarromah), my lovely sisters (Fita Dyah Hapsani & Yekti Ningtyas), my beloved foster parents (Subiyono & Choirul Waroh), my lovely foster sisters (Ninik Fidayani & Endah Murtiati), my faithful husband (Moh. Hendri Prasetyo), who always love, pray, care and support me...



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All praises to Allah, the One and the only One Lord in the universe. His uncountable graces, faiths, and helps always stand behind me. Show me the right way and carry me out to the final step of my thesis writing. A million of thanks for You, my Lord.

God's mercies and blessings may always be poured down upon our beloved prophet Muhammad SAW, the greatest figure in the world, who shares inspiration, spirit and power to be a good prophet here and here after.

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4. People who helped me to finish this thesis. Thank you very much.

I hope that this thesis is able to give the advantages to the readers and especially to me. Finally, the critics and the suggestions are really needed for the completeness of this thesis.

Malang, 07 April, 2014

The Researcher

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CURRICULUM VITAE



ABSTRACT

Dwi Astuti, Irma. 2014. *Euphemism Used in The Jakarta Post newspaper.*
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A euphemism is a word or phrase that is used in place of a disagreeable or offensive term. When a phrase becomes a euphemism, its literal meaning is often pushed aside. Euphemisms are used to hide unpleasant idea, even when the term for them is not necessarily offensive.

Euphemism is interesting to be analyzed and discussed in order to get deep information or message behind the word, phrase or sentence which contains of euphemism. It is not only important for certain group of people, but also involves all levels of society to use euphemism to avoid losing face.

This research is conducted to find out the types, styles and functions of euphemism used in The Jakarta Post newspaper. The descriptive qualitative method is the research design of this study. The data is collected from The Jakarta Post newspaper through the process of reading the newspaper, selecting and classifying the selecting data based on the type, style and function of euphemism. The data is analyzed using the following steps: (1) categorizing the data based on the types, styles and functions of euphemism, (2) interpreting the data obtained from each category based on euphemism theory, and (3) drawing conclusion as the result of analysis. While, the instrument of this study is the researcher herself.

As the result, the researcher finds the main findings of this thesis, those are: (1) seven types of euphemism: metaphor, idiom, circumlocution, acronym and abbreviation, hyperbole, metonymy and synecdoche, (2) four styles of euphemism: formal, casual, intimate, and frozen style, and (3) four functions of euphemism: to inform, to convince, to evaluates and to modalize.

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

ABSTRAK

Dwi Astuti, Irma.2014. *Euphemism Used in The Jakarta Post Newspaper.*

Skripsi.

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Kata Kunci: Euphemism, Analisis, Koran The Jakarta Post

Euphemism adalah sebuah kata atau frasa yang digunakan pada bagian ucapan yang tidak menyenangkan atau tidak sopan. Ketika sebuah frasa menjadi euphemism, makna harfiahnya terkadang di suarakan rendah. Euphemism digunakan untuk menyembunyikan pikiran yang tidak menyenangkan. Bahkan ketika ucapannya tidak sepenuhnya tak sopan.

Euphemism menarik untuk di teliti and di bahas agar mendapatkan informasi atau pesan yang mendalam di balik sebuah kata, frasa atau kalimat yang mengandung euphemism. Untuk menggunakan euphemism tidak hanya penting bagi kelompok orang tertentu, tapi juga meliputi semua tingkatan masyarakat untuk menghindari hilang muka.

Penelitian ini dilaksanakan untuk mencari tipe-tipe, gaya-gaya dan fungsi-fungsi dari euphemism yang di gunakan di koran The Jakarta Post. Metode deskriptif kualitatif merupakan rancangan penelitian dari skripsi ini. Data di kumpulkan dari koran The Jakarta Post melalui proses membaca koran, memilih dan menggolongkan data yang terpilih menurut tipe, gaya dan fungsi euphemism. Data di analisa menggunakan langkah-langkah sebagai berikut: (1) menggolongkan data berdasarkan tipe-tipe, gaya-gaya dan fungsi-fungsi euphemism, (2) menafsirkan data yang di peroleh dari masing-masing kategori berdasarkan teori euphemism, (3) menggambarkan kesimpulan sebagai hasil dari analisis. Sementara itu, alat dari penelitian ini adalah peneliti itu sendiri.

Sebagai hasilnya, peneliti menemukan temuan utama dari skripsi ini, yaitu: (1) tujuh tipe dari euphemism: metaphor, idiom, circumlocution, acronym dan abreviation, hiperbola, metonimi dan sinekdok, (2) empat gaya dari euphemism: formal, casual, intimate, dan frozen, dan (3) empat fungsi dari euphemism: to inform, to convince, to evaluates and to modalize.

Akhirnya, peneliti berharap bahwa skripsi ini dapat memberikan sumbangan khususnya untuk peneliti sendiri, untuk para pembaca dan untuk peneliti selanjutnya yang ingin meneliti topik yang sama untuk menganalisa euphemism lebih dalam atau lebih khusus, seperti penelitian tentang metafora, hiperbola atau tipe, gaya dan fungsi dari euphemism yang lainnya.

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, research problems, research significance, the scope and limitation of the study, definition of the key terms, research design, data source, research instrument, data collection and data analysis.

1.1 Research Background

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

Friedman (2004:10) states that euphemism usage will be more interesting when it is used for specific purpose in a certain communication. It is not only prominent for a certain groups of people, but also involves all levels of society to use euphemism to avoid losing face.

This study examines the use of euphemism in The Jakarta Post newspaper. Euphemisms are words (or phrases) substituted for other words thought to be offensive to avoid the loss of face: either one's own face or, by giving offense that of the audience, or some third party (Allan and Burridge, 2006(in Rusman, 2000: 17)).

Some researchers have conducted similar research on euphemism. Rusman (2000), for example, has examined "Political Euphemism in News Media". Using comparative approach, Rusman studied the associative meaning in Indonesia and American English vocabulary. He focused on pragmatic, lexical perspective and discussed the uses and meanings of euphemism in terms of denial and refusal. His study showed the use of several

kinds of euphemism in news media such as hyperbole, denial, metaphor, acronym and borrowed term.

Ermayani (2003), conducted the research related to euphemism, she wrote “A Study on Euphemism used in Headlines of Kompas Newspaper”. She studied about types and functions of euphemism used in headlines of Kompas newspaper. She found nine types of euphemism. Those types were metaphor, idiom, acronym and abbreviation, hyperbole, litotes, denial, synecdoche, associative engineering, and technical jargon. In addition she also found four functions of euphemism: to evaluate, to convince, to promise, and to order.

Mazidah (2007), studied about types, styles and functions of euphemism used in Newsweek magazine. She found six types, three styles, and three functions of euphemism. The main findings of her study include first of all, the types of euphemism which appear most frequently in Newsweek magazine are: metaphor, hyperbole, abbreviation, circumlocution, dysphemistic euphemism, and borrowed term. The styles of euphemism that most frequently found are: frozen style, formal style, and intimate style. She also found three functions of euphemism: to inform, to evaluate, and to convince.

Azkiyah (2008), found 13 data relates to euphemism which appears most frequently in the national section of The Jakarta Post newspaper. From the 13 data, she found six types of euphemism and five functions of euphemism. Metaphor is the dominant function which appears in national section of The Jakarta Post.

The last is Feri (2012) who focused on all section of The Jakarta Post and applied Beatrice Warren’s theory. He analyzed the data based on types, and reason of euphemism usage. He found three categories of euphemism. First, semantic innovation comprised five types: metonymy, hyperbole, metaphor, particularization and implications. Second, word formation process comprised two types: compounding and derivation. The last, additional type that is placed by circumlocution. Furthermore, the seven types have numbers

expressions of euphemism. First of all, implication has ten euphemistic expressions. Secondly, circumlocution has six expressions. Thirdly, particularization has five expressions. Metaphor is three expressions. Metonymy is two expressions. Compounding has three euphemistic expressions and the last, hyperbole and derivation only one expression.

This study examines the types, styles and functions of euphemism in some sections: headlines, sports, people, world, lifestyle, business headlines, national, life lines, opinion, and reader's forum in The Jakarta Post newspaper published on the 1st of November 2013 by using the theories: (1) Allan & Burridge (1991) for types of euphemism, (2) Joss in Fishman (1972) for styles of euphemism, and (3) Moon in Rusman (2000) for functions of euphemism.

The reasons why this study takes The Jakarta Post newspaper as the subject because: (1) this newspaper has won several awards and has been described as being Indonesia's leading English-language daily, (2) in 1988, the Jakarta Post was considered as one of the most credible newspaper in Indonesia. (Wikipedia, the free encyclopedia), (3) the researcher found several examples of euphemistic expressions in this newspaper.

1.2 Research Problems

This research is done to answer the following questions:

1. What are the types of euphemism used in The Jakarta Post newspaper?
2. What are the styles of euphemism used in The Jakarta Post newspaper?
3. What are the functions of euphemism used in The Jakarta Post newspaper?

1.3 Research Significance

This research is expected to give some significant contributions: (1) the readers can understand that euphemistic words and expressions allow them to talk about unpleasant things and neutralize the unpleasantness, (2) the result of this study will be useful for those

who are reaching and learning sociolinguistics, focusing on the usage of euphemism as additional data to observe, and (3) future researcher who are going to do related subject may use the result of this study.

1.4 Scope and Limitation of the Study

This study investigates the types, styles and functions of euphemism used in some sections of The Jakarta Post newspaper published on the 1st of November 2013: headlines, sports, people, world, lifestyle, business headlines, national, life lines, opinion, and reader's forum by using theories from some experts: (1) Allan & Burridge (1991) for types of euphemism, (2) Joss in Fishman (1972) for styles of euphemism, and (4) Moon in Rusman (2000) for functions of euphemism.

1.5 Definition of the Key Terms

To avoid misunderstanding the term used in this study need to be defined:

Euphemism is a word or phrase used in a place of a disagreeable or offensive term. When a phrase becomes a euphemism, its literal meaning is often pushed aside. Euphemisms are used to hide unpleasant idea, even when the term for them is not necessarily offensive (Allan & Burridge, 1991)

1.6 Research Design

The qualitative method is used to conduct this research because the aim of this research is to describe and explain the euphemism used in The Jakarta Post newspaper. This

method is chosen because it is intended to describe the data which consist of euphemism in this newspaper, as stated by Rahardjo (2002) that descriptive method is intended to describe the situation or the area of interest factually and accurately. It means that the data of this research are truly taken from the texts in some articles of The Jakarta Post newspaper.

1.7 Data Source

The data source of this study is taken from the newspaper. The data of this study are the texts in some sections of The Jakarta Post newspaper published on the 1st of November 2013. The sections are: headlines, sports, people, world, lifestyle, business headlines, national, life lines, opinion, and reader's forum. The researcher took it because the word or phrase that is used in the articles consists some euphemistic expressions.

1.8 Research Instrument

The main instrument of this study is the researcher herself. It means that the researcher is directly involved in collecting, identifying and analyzing the data. Additionally, note taking of the data is another instrument in this study. It used in the process of collecting the data to note the words and phrases which have been categorized into euphemism. It makes the writer easier to analyze the data.

1.9 Data Collection

In the process of obtaining the data, the researcher apply some steps as follows: (1) reading the newspaper, (2) selecting and picking up the euphemistic words or phrases relevant to the problems of the study, and (3) classifying the selecting data based on the types, styles and functions of euphemism.

1.10 Data Analysis

The data obtained are analyzed using the following steps: (1) categorizing the data based on the types, styles and functions of euphemism, (2) interpreting the data obtained from each category based on euphemism theory, and the last (3) drawing conclusion as the result of the analysis.

CHAPTER II

REVIEW OF THE RELATED LITERATURE

This chapter reviews the theories used in analyzing the data of this study include the types, styles and functions of euphemism.

2.1 The Concept of Euphemism

There are many concepts of euphemism, according to Collins (1998:427) euphemism is a word or phrase that replaces a taboo word or serves to avoid frightening or unpleasant subjects. The word euphemism, however, precisely names the phenomenon, so it does not conceal anything

The term of euphemism is derived from the Greek EW (Well) and Pannai (to speak), originally to use what of good omen (Friedman, 2004:9). The definition of euphemism as we know today is similar, it is the substitution of a mild on in offensive expression for one that may offend or suggest something unpleasant. A euphemism is a word or phrase that is used in place of a disagreeable or offensive term. When a phrase becomes a euphemism, its literal meaning is often pushed aside. Euphemisms are used to hide unpleasant idea, even when the term for them is not necessarily offensive.

Euphemism words and expressions allow us to talk about unpleasant things and ‘neutralize’ the unpleasantness, such as the subject of death and dying, unemployment and criminality. They also allow us to give labels to unpleasant things and jobs in an attempt to make their sounds almost attractive. Euphemism is endemic in our society. The glorification of the common place and the elevation of the trivial, we are constantly renaming thing and

replacing them to make them sound better, it is renaming of reality to fit a new order of society (Wardhaugh, 1986: 231).

Euphemisms are words (or phrases) substituted for other words thought to be offensive to avoid the loss of face: either one's own face or, by giving offense that of the audience, or some third party. In many ways euphemism has existed throughout recorded history. It is used as an alternative to a dispreferred expression, in order to avoid possible loss of face; either one's own face, or though giving offence. But in English, many of them so called 'taboo terms' are avoided because their use is regarded as distasteful within a given social context. (Allan and Burridge, 2006 in Rusman, 2000: 17)

2.2 The Types of Euphemism

Euphemism in general term can be classified on the basis of its issues. Allan and Burridge (1991:14) propose thirteen types of euphemisms.

The first type is metaphor. It indicates something different from the literal meanings. For example, *she is an old bag* means "*she is an attractive, old man*", when it is used in the right context. In this context, metaphor is not device or poetic imagination but it is used as an ordinary language. Metaphor is persuasive in everybody life, not just in language but also in thought and action (Lackoff in Rusman, 2000:18). Metaphor makes an unimplied comparison between two unlike elements having at least one quality or characteristic in common. To be euphemistic, we can also compare an unpleasant one to a pleasant or less unpleasant.

The second type is idiom. It is an expression functioning as a single unit whose meaning cannot be worked out from its separate parts. Many idioms are euphemistic when they deal with unpleasant things. Some examples of Indonesian metaphorical idioms are: *Lengser ke prabon* (Step down), *Arjuna* (Play boy), *Politik jalan buntu* (Dead lock), *Jaksa*

mata hijau (Bribery). In English or in American euphemisms are for example: put one's foot in one's mouth (verbally blunder), shake a leg (hurry), pull someone's leg (deceive teasingly, make fun of, victimize), chew the fat (talk), shoot the breeze (talk), kick the bucket (die), roll in the hay (fornicate). Many although not all idioms are used as euphemism for things we feel uncomfortable speaking of directly (Chaika, 1982:200)

The third type is circumlocution. It is a rhetorical device that can be defined as an ambiguous or paradoxical way of expressing things, ideas or views. In fact, when somebody wants to stay ambiguous about anything and he does not want to say something directly, it means he is using circumlocution. Common features examining all the examples of circumlocution, one would find that they share the following features: 1) It is used when the speaker is unable to choose the right words to express or say something, 2) it is used for social purposes in order to avoid using offensive words, 3) it is used in politics and law and sometimes it becomes difficult to judge which perspective of a political or a lawyer should be supported, 4) in poetry and verses, it is used to create a regular meter. Circumlocution also can be defined as saying in many words what may be said in a few words. For example, *mentally challenged or special for retarded, sigh deprived, visual impairment or visual disorder for blind, hearing impairment or hearing disorder for deaf*.

The fourth type refers to acronym and abbreviation. Acronym is proper words created from the initial letter and abbreviation is the proper words created from the initial sound or it is pronounced in a string of letters (Plag, 2003:123). Such as SNAFU means (situation is not normal, all fouled up), a military euphemism for a possibly catastrophic event. By contrast, abbreviations do not from proper words, and so they are pronounced a string of letters. For example, SOB (Son of a Bitch), MoU (Memorandum of Understanding). By using acronym and abbreviation, the whole purpose can be achieved without necessary knowing its process;

since, mentioning the popular is preferable instead of mentioning a string of letters (Ichsan in Mazidah, 2007:17).

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

The sixth type is hyperbole. It use exaggerate statements to make the statement different from the literal meaning (e.g. waves as high as Everest). In addition, hyperbole (overstatement) is also found in euphemisms like *flight to glory* which the meaning is *death*, *villa in a premier location* refers to *a dilapidated artisan*.

The seventh type is litotes, that uses in negative form to express the contrary. Litotes is a form of understatement, always deliberate and with the intention emphasize. In speech, it may also depends on intonation emphasize; for example the phrase "not bad" can be said in such a way as to means anything from "mediocre" to "excellent". In another definition, This type of euphemism is created by replacing a word with the negative expression of its opposite (Brook, cite in Kaosa,2009) such as: *she is not the nicest person I know* (to indicate meanness), *he is not exactly a rocket scientist* (to indicate lack of intelligence), *organizing these records is no small task* (to indicate difficulty).

The eight type is learn terms or technical jargon. It refers to the use of learned terms or technical jargon instead of common terms and some technical jargons are either borrowed from another language or constructed one from English, such as *marriage of convenience* (marriage for getting the material), and *without let or hindrance* (without any trouble and obstacle). Allan and Burridge (1986:4) further stated that most languages seem to have some

euphemisms based on borrowed words or morphs. For example, *ierarkhia*, *mysterio*, *paradeigma*. Those words are borrowed from Greek. Using words borrowed from other languages to function as euphemism is characteristic of many languages. Frazer (in Allan and Burridge, 1986:4) further stated that borrowing is code switching, or a form of it. And so is the use of so-called 'special languages' like the 'mother in law' languages of Aboriginal Australia. Special languages are used for euphemistic purposes, and within our classification of euphemism they can be regarded as an exaggerated form of borrowing.

The ninth type is denial. Denial is a statement or a preposition used by someone trying to disguise the true meaning. Couldhard (1985: 169) states that there are twelve categories of denial: (1) denial of background of information; that is, denials is used when the writer assumes that the reader entertains mistaken ideas from previous background knowledge. (2) denial of the text processed information, that is issued when the writer assumed that the reader could derive a wrong idea from the text. There are two kind Denials of the text processed information: First, denial used to prevent an erroneous inference from the text to come, for example in Indonesia: Gus Dur said "tidak terlibat KKN tiga orang menteri dalam kabinet saya" and KKN is similar to menggelapkan uang meaning "taking graft" or "mengambil uang untuk keperluan pribadi" (Badudu in Rusman 2000: 21); second, denials used to correct an idea already processed in the text. (3) denial unfulfilled expectation that is a denial used when the writer wants to express an unfulfilled expectation on which he or she makes the reader to participant. (4) denial contrast that is a denial used to compare or contrast two or more items. (5) denial modality, for example "the Bali gate may not be so dangerous". (6) denial apology, for example: Please apologize to my policy for bombing Saddam, Clinton said. (7) denial please as refusal. (8) denial comment as refusal, take the example from President Richard M. Nixon. Who shortly before resigning as President of the United States said at a press conference "I am not a crook" instead saying "I am not an honest man". (9)

thanks as denial. (10) denial Condition as refusal, for example: Please, settle Bali gate scandal, if you want the fresh fund from IMF, Albright said. (11) denial alternative as refusal. Al Gore can be a president of the USA, as long he is a green state, Clinton said, example in Indonesia such as Megawati masih bisa menjadi alat pemersatu sungguhpun tidak menjadi ketua umum PDI-P. (12) denial correction. Clinton said I don't make love with Lewinsky. Denial and refusal can be both neutral and euphemistic. For example, A: would you vote for my party? B: No, I will not (neutral), sorry, I would not be next time would be OK (euphemistic). The second answer is milder. Therefore, the second answer will be euphemistic refusal.

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

The eleventh type is metonymy. It refers to the way of mentioning partial part of the whole, such as the inventor of the owner since the meaning is closely related. It also defined as a substitution of cause for effect, proper name for one of its qualities, etc. For example: *He reads Pramudya Ananta Toer*

Pramudya Ananta Toer refers to the author of some books and the meaning is actually he reads Pramudya Ananta Toer's book.

The twelfth type is synecdoche, it is meant general to specific and specific to general. General for specific, for example *some people voted Golkar in general election*. "Golkar" refers to certain party that follows in general election. And specific to general, for example "becoming democratic country is not only in the hands of government but also people who live in that society". "In the hands" means the responsible of.

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

Leech (1974:9) explained that there are six types of associative meanings:

- 1) Connotative meanings referring to the meaning of what is referred to (for example, *pro-choice* to refer to pro-abortion).
- 2) Stylist meanings referring to the meaning of what is communicated in a social condition (for example, *Madame*, *Professor Smith* refer to the style of polite greeting).
- 3) Affective meanings referring to the meaning of what is reflected in the feeling and attitude such as “you are like stars in the sky” for the speaker or writer to express his feeling toward the reader or hearer.
- 4) Reflected meaning referring to the meaning of what is associated with the thing, such as *cauliflower* for the private parts of a women.
- 5) Collocative meaning referring to the meaning which associates with other words, such as *brilliant girl*, *bright boy*.
- 6) Conceptual meaning referring to the definition of the denotative meaning, for instance: *prevaricate* meaning to lie.

In summary, the euphemisms can be categorized into thirteen types that can be used for all kinds of euphemism. To a greater extent, it is a good choice to choose the types of euphemism proposed by Allan and Burridge.

2.3 The Styles of Euphemism

The styles of euphemism can be classified on the basis of its uses. Joss in Fishman (1972: 44) identified five styles of euphemisms: frozen, formal, consultative, intimate, and casual. He further stated that there are no fixed boundaries between each on the different style. Style depends on who we are and to whom we are communicating with. However, it is necessary to clarify the five styles in general.

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

The second style is formal style. It is an expression functioning as a single unit and which meaning cannot be worked out from its separate parts. It is one-way participation, technical vocabulary, and “fussy semantis” or exact definitions are important includes introductions between strangers. In addition, many idioms are in the formal style, For example, *laying off workers, or ethnic cleansing*.

The third style is consultative style. It indicates a level of language in a formal situation. It seek information or advice from someone. It is two-way participation. For instance, the expression: *categorical inaccuracy* and *kesalahan tehnis* for mistakes. The

fourth style refers to intimate, means non-public and involve very close connection.

Intonation more important than wording or grammar, it is private vocabulary. for example: *in naming Hillary Clinton is the first female president nominee.*

The fifth style is casual style. Casual style indicates a level of language in an informal situation, means in group of friends and acquaintance, no background information provided.

For example:

A: *Let me show you the way.*

B: *No, it is quite all right. I'll find my way
all right, thanks.*

Therefore, styles with communicative competence; it involves knowing not only the language code but also what to say whom and how to say it appropriately in any given situation. (Munfaati, 2008:26)

2.4 The Functions of Euphemism

At the societal level, language serves many functions. Many language are also made to serve a social identification function within a society by providing linguistic indicators, which may be use to reinforce social stratification. Linguistic features are often employed by people, consciously or unconsciously, to identify themselves and others, and thus serve to mark and maintain various social categories and divisions (Saville-Troike, 1982:15).

Hymes in Saville-Troike (1982:16) also further stated, at the level of individuals and groups interacting with one another, the functions of communication are directly related to the participant's purposes and needs. Communications has two possible motives for referring to a distasteful topic euphemistically. First, to minimize threat to the addressee's faced. Second, it is to minimize threat to their own.

According to Moon (in Rusman, 2000: 45) The text functions of euphemisms are classified according to the way in which they contribute to the content of the text. The text under consideration, four functions are seen: (1) **Informs**, means that euphemism has a function to convey new information. It is what is conveyed or represented by a particular sequence of a sentence, (2) **Evaluates**, it means conveys writer's opinion or attitude through a sentence in a news. It forms an idea of the amount, number or value. It is a kind of commentary, (3) **Modalizes**, means conveys writer's attitude toward the truth value of his/her utterance or writing, (4) **Organizes functions as a discourse signal**, means a statement that provides the impulse or occasion for something to happen.

To these functions may be added a fifth, the political euphemism that shows a reader's reaction to something in the extra linguistic situation, namely: **convince** (believe firmly in the truth of something), **criticize** (form and express a critical assessment of something), **accuse** (claims that someone has done something wrong), **order** (a verbal or written request for something to be made, supplied or served), **question** (a sentence worded or expressed so as to elicit information), **reject/refuse/deny** (dismiss as inadequate or faulty, it refuse to consider or agree to something), **curse** (an offensive word or phrase used to express anger or annoyance), **promise** (an assurance that one will do something or that something will happen), and **apology** (a regretful acknowledgement of an offence or failure).

The following are the examples: 1) to convince: e.g. *Believe me that he is the only one person who knows that incident*, 2) to criticize: e.g. *your performance is not really good tonight*, 3) to accuse: e.g. *she is the woman who involves in corruption case*, 4) to order: e.g. *vote me as the leader of this organization*. 5) to question: e.g. *Does Andi M Ghalib receive the hush money Prayogo?*. 6) to reject/refuse, deny: e.g. *I do not use that money for my own necessity*. 7) to curse: e.g. *The NATO bombing to Kosovo is immoral behaviour*. 8) to

promise: e.g. *I will come to your home at seven p.m.* (9) to apologize: e. g. *A: would you go to see the film with me this afternoon? B: I am sorry, next time I will be ready.*

2.5 Interrelation between Euphemism and Other Figures of Speech

Many euphemisms are figurative language. Euphemism intersects and interrelates with the other figures of speech. There are some characteristics for judging the intersection between euphemism and the other figures of speech. First, euphemisms are used to avoid being offence. The euphemisms often cover up unpleasant things. Then, euphemism is not restricted to the lexicon. There are grammatical ways of toning something down without actually changing the content of the message. Take the two sentences *tono has been known to take a campaign contribution* (a bribe) *now and then* and *tono is known to have taken a campaign contribution* (a bribe) *now and then*. The first sentence is milder.

Unlike euphemism, metaphor refers to a word or an expression that uses comparison, association and relationship. Therefore, metaphor deal with both unpleasant thing, example in Indonesia such as "*buaya darat* or *mata keranjang*" and pleasant one, such as *Arjuna*. Both metaphor and euphemism interact with each other. Consequently, the metaphor covering up something unpleasant is called euphemism. Furthermore Troyka as quoted by Rusman (2000: 25) states that a metaphor is a comparison between the dissimilar things without using like and as. Again, Wahab (1986) states that the term metaphor is defined as a linguistic expression which signifies a concept beyond its literal meaning. For example, *He is a lion in the fight*. *Lion* is compared with the warrior and the bravery and violence. The metaphors, such as *Arjuna* (play boy), *pagar makan tanaman*, are commonly called euphemisms. Furthermore, the metaphors which deal with something, distasteful or unpleasant, are called euphemism. For example, President B.J. Habibie said, *saya bukan boneka presiden Soeharto*. *Saya*

tidak dibawah bayangan pak Harto are considered metaphors. In this context, the words such as *boneka* and *di bawah bayangan* are called political euphemisms, when they are in context of politics.

To conclude, metaphors are larger in the scope of connotation than euphemisms, and metaphor deal with both unpleasant and pleasant things, while euphemisms deal only with unpleasant things. Yet, both are closely related with the connotative meaning. Both euphemisms and metaphors interact and intersect each other.

Furthermore, aside from metaphor, there are some other figures of speech that are necessary to elucidate. The form of hyperbole is commonly used in political euphemism for instance, *Golkar baru, paradigma baru, dan flatform baru, jika saya jadi presiden , negara ini tidak akan ada hutang lagi* are determined as a king of euphemistic hyperbole and hyperbole is also commonly used in political campaign and advertisement (May and Nisbet in Rusman, 2000:25). This kind of exaggeration can be regarded as one of categories of political euphemism. Political euphemism can sometimes be achieved by two reasons: first, positive words are emphasized, and second, associative engineering as a deceptive promise is designed to conceal the harsh fact, fog up communication and magnify the positive aspect of the promise (Marguche in Rusman, 2000: 26)

The following figure is litotes. Litotes is also called by understatement, which is frequently a kind of euphemism when it's used to weaken the meaning. For example, "*kurang pangan* for "*nutritionally deficient*", *not exactly thin* for "*fat*", *not completely truthful* for "*lied*", *not unlike cheating* for "*cheating*" is

considering as political euphemism, for some reasons, first, it is used in the context of politics of the government of a state, second, it is a kind of deception for gaining the positive attitude from the public opinion, third, it is used to cover up or conceal the harsh fact.

2.6 Advantages and Disadvantages the Use of Euphemism

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

In the context of politics, it goes without saying that euphemisms are used largely because some politicians are trying to avoid their loss of face. Bergen (in Clark and Rosa) as quoted by Rusman (2000: 47) states that the use of euphemism persists because lying is a indispensable part of making life tolerable. For instance, our party does not face in the troubled water, especially in using the security network fund. The dying metaphor used as euphemism is called a euphemistic metaphor. The public opinion is not impressed by the use of denial combined with a dying metaphor for the sake of concealing the fact that they used the JPS fund. The other forms of euphemism used are derived from the borrowed words, such as money politic, lip service, status quo etc. Another euphemism is derived from hyperbole. For instance, the party is new, and its platform is new. The last is derived from

understatement. For example, this party is anti-corruption, and our party is not with its crony (Rusman, 2000: 48).

Recently there has been a wide interest in using euphemistic expressions that are used prevalently by Indonesian politician especially by the executive officials. For instance, in saying the bank will be closed down or it will stop operating: liquidation is used in saying that and another example; the government company will be sold: privatization is used as euphemism. Even though the terms, such as liquidation and privatization are specific jargons of economics, they can be political euphemisms when they are used in the context of politics. Not only it is important for pleasing the public, but also it is also important to avoid the politician's face.

First, the reason to use euphemism is that the users try to replace the word or words that are unpleasant to avoid the offence. Second, those whose are engaged in making the mistakes, the errors and at the animosity by using euphemism. In short, euphemism is not only useful for giving the favorable impression to the public but it is also useful for hiding the dreadful fact (Allan&Burridge, 2004: 03).

On the other hand, the disadvantages are the kind of deceptive euphemism such as IMF contribution having a negative impact, because it is not the contribution but it is a kind of a loan from IMF. In this case, the public will be deceived by the euphemistic expression like IMF contribution or IMF grants. Therefore, we could say that is not transparent or democratic. Practicing the euphemism both individual and collective does not always make the language more beauty. Practically, euphemism always causes much new problems because it manipulates a real meaning and it can damage other people (Rahardjo, 2002: 74). It is not beneficial, but it is still emotionally needed. In this context, this kind of euphemism has a negative impact (Clard and Rosa in Rusman, 2000: 49).

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

CHAPTER III

FINDINGS AND DISCUSSION

This chapter discusses and analyzes euphemism in the Jakarta Post newspaper. The data are analyzed related to the types, styles and functions of euphemism.

3.1 Findings

The researcher describes and identifies the euphemistic expressions used in The Jakarta Post newspaper in underlined words and phrases.

Datum 1:

“people like Bunda Putri look for small windows of oportuniy in the democratization process so that they or their masters can obtain economic previleges.”

The datum above taken from the opinion section. This datum has euphemistic phrase that is “small windows”. It is a metaphor which indicates something different from the literal meaning. The phrase “small windows” above means “space”. Here, Bunda Putri wants to get a space to get an opportunity in the democratization process.

In relation to the style of euphemism, the phrase “small windows” is classified as formal style because the meaning cannot be worked out from its separate part. The meaning of word ‘small’ is away from the inside of a shape, and the meaning of ‘windows’ is away from part of house. So that the phrase “small windows” means “space” to get an opportunity.

Based on the function of euphemism, the sentence above has a function to evaluates (conveys writer’s opinion). Here the writer wants to conveys his opinion that Bunda Putri look for small windows of oportunity in relation with economic previleges.

Datum 2:

“Napoli’s Christian Maggio was sent off after receiving his second yellow card 10 minutes from time”

The datum above taken from the sport section. The phrase “yellow card” is classified as metaphor because it is different from the literal meaning. This phrase refers to a card given to the football player that is Napoli’s Christian after doing a mistake or break the football’s rule 10 minutes after the football competition played.

The sentence above uses casual style of euphemism. The level of language used in the sentence is indicated in an informal situation, conveying that Napoli’s Christian Maggio was sent off after receiving yellow card.

Based on the function of euphemism, the sentence above is to inform. The writer wants to inform that Napoli’s Christian Maggio was foul out after doing violation in the football competition and receiving his second yellow card.

Datum 3:

“ Manchester city reached the quarterfinals of the League Cup after they finally broke down a resilient Newcastle United to win 2-0 after extra time on Wednesday.”

The datum above taken from the sport section. The phrase “broke down” is classified as idiomatic euphemism: an expression functioning as a single unit whose meaning can not

be worked out from its separate part. The phrase “broke down” is usually used to euphemize the word “collapse”, which means that Manchester city has defeated the Newcastle United in the League Cup with the final score 2-0.

Based on the style of euphemism, the sentence above is formal style. It use a formal language in explaining that Manchester City reaches quarterfinals against the Newcastle United with the score 2-0 on Wednesday.

Based on the function of euphemism, the sentence above is to inform. The writer wants to inform that Manchester City broke down the Newcastle United and reaches quarterfinal of the league cup.

Datum 4:

“the Syrian president has rejected the charge, blaming rebel brigades”

The datum above taken from the world section. First, the phrase “Syrian president” is indicated as an euphemistic expression which refers to the naming only a part called metonymy. The phrase ”Syrian president” refers to Saddam Husein.

Second, the phrase “rebel brigades” is idiomatic expression which the meaning of it cannot be worked out from its separate part. It used to euphemize the enemies of Syria which refers to the United States and its allies.

The sentence above classified as frozen ztyle. It indicates a level of language cosidered very formal. The writer is inferior to hear-or-named. The phrase ‘the Syrian president’ is an unreciprocated differential used by the writers. The title does not include names, but identify roles of social position.

Based on the function of euphemism, the sentence above is to inform. The writer conveys new information about the Syrian president who has rejected the charge and blaming rebel brigades (his enemies) these are the United State and its allies.

Datum 5:

“last week, he moved his operations from an 11 table restaurant to one three times as large on a prominent corner of the hip, foodie-friendly Philadelphia suburb of Collingswood”

The datum above taken from lifestyle section. The phrase “foodie-friendly” is classified as idiom. The meaning of it cannot be worked out from its separate part. It use to euphemize a kind or pleasant person with a particular interest in food. This phrase refers to someone coming from Philadelphia suburb of Collingswood who comes to the restaurant.

According to the style of euphemism, the sentence above can be classified as intimate style, which means non public. Here the writer give information about the prominence which is more important than wording or grammar. The writer gives information about the owner of the restauran who comes close to ‘foodie-friendly Philadelphia suburb of Collingswood’ to promote his restaurant.

The function of the sentence above is to inform. The writer informs what Angelo Lutz, the owner of the restaurant comes to his customer, the foodie-friendly prominent Philadelphia suburb of Colingswood to promote his new restaurant.

Datum 6:

“ During Fathanah’s trial he broke down in tears when Luthfi asked him to confirm some of the allegation made against the former party chairman”

The datum above taken from the national section. Based on the theory of euphemism, the phrase “broke down in tears” is an euphemistic expression. It is classified as circumlocution, that is saying in many words, but it can be shortened in a few words. The phrase “broke down in tears” can be said “cry”.

The sentence above indicates as formal style because it is an expression functioning as a single unit and cannot be worked out from its separate parts. The sentence above uses formal style because it is used in the political forum.

The function of the sentence above is to inform. Here, the writer conveys new information that Fathanah feels sad when he was asked by Luthfi to confirm in trial about some of the allegations made against the former party chairman.

Datum 7:

“in 2009, a village in Ponorogo, Karang Patihan, made headlines after it was reported that 111 people in the area, aged between 5 and 40, were diagnosed with mental disabilities.”

The datum above taken from the national section. The phrase “mental disabilities” is belongs to euphemistic expression which can be classified as circumlocution: saying in many words what may be said in a few words. The phrase “mental disabilities” can be said “mad/crazy”.

In relation to the style of euphemism, the phrase “mental disabilities” is classified as formal style which means an expression functioning as a single unit and which meaning

cannot be worked out from its separate part. It describes the condition of people in Ponorogo who are suffering mental disabilities.

The function of this sentence is to inform which means that the writer conveys new information that there are some societies aged between 5 and 40 in Ponorogo diagnosed with mental disabilities.

Datum 8:

“ it does not mean that Aksan can not make a living. He composes up to five film scores a year.”

The datum above taken from people section. The phrase “make a living” is indicates as circumlocution, because it can use another short word “success”. It means that it can be proven that Aksan has been successful in composing film up to five film scores a year.

The style of the sentence above is classified as casual style. It uses an informal language, the phrase “make a living” used in conveying the news that Aksan has been successful in composing five film scores a year.

The sentence above has function to convince. The writer wants to convinces the reader that Aksan has succeses in composing up to five film scores a year. The readers don’t have to doubt his ability in composing film scores.

Datum 9:

“A similar thing happened in Tangerang municipality, where at least 3,000 workers from FSPMI blocked off Jl. Gatot Subroto in Jatiuwung and made speeches”

The datum above taken from headlines section. The euphemism expression found in the text above is FSPMI. It is classified as acronym and abbreviation. Acronym is a proper word created from the initial letter or two of the words in a phrase pronounced like other words. Abbreviation is not a proper word, so they are pronounced as strings of letters. The acronym FSPMI is used to euphemize the phrase Federasi Serikat Pekerja Metal Indonesia (Indonesian Metal Workers Federation). FSPMI is a labor organization which aim at creating strong labor, independent, democratic, responsible, and cultured to increase worker prosperity and the growth of a company.

Based on the style of euphemism, the acronym FSPMI (Federasi Serikat Pekerja Metal Indonesia (Indonesian Metal Workers Federation)) is classified as formal style because the meaning cannot be worked out from its separate part. The acronym FSPMI usually used in formal situation concern with economic cases.

In relation to the function of euphemism, the sentence above is to inform (to convey new information). The writer wants to inform that 3000 workers from FSPMI (an organization of a group of labors) joining the demonstration in Jatiuwung and blocked off Jl. Gatot Subroto and made speeches.

Datum 10:

“at that time, the IJJDF, locally called Jodefo, bought rubber with out following market price fluctuations.”

The datum above taken from life lines section. The acronym “IJJDF” can be categorized as acronym and abbreviation. The acronym “IJJDF” means “Irian Jaya Joints Development Foundation”. It is an institution needed by some rubber farmers in Irian Jaya to buy people’s rubber regularly, without affected by market prices.

The style of the sentence above is a formal style. Formal style is an expression functioning as a single unit and which meaning cannot be worked out from its separate parts. The acronym IJJDF (Irian Jaya Joints Development Foundation) used by writer is in formal language because it is concern with a social organization.

The sentence above has a function of euphemism that is to inform. The writer conveys new information about IJJDF or locally called Jodefo who has bought rubber with out following market price fluctuation.

Datum 11:

“most of the sites and facilities declared by Syria to the OPCW have been inspected”

The datum above taken from the world section. Based on the types of euphemism, “OPCW” belongs to acronym and abbreviation. It is used to euphemize the phrase “Organization for the Prohibition of Chemical Weapons”. It is an intergovernmental organisation located in The Hague, Netherlands. This organisation promotes and verifies the adherence to the Chemical Weapons Conventions which prohibit the use of chemical weapons and requires their destruction.

The sentence above use frozen style of euphemism. The language that used considered very formal. The word “Syria” refers to the president of Syria and the word “inspected” use in a very formal situation because it is done by the president.

In relation to the function of euphemism, the sentence above is to modalize. It conveys writer opinion/attitude toward the truth value of his/her utterance or writing. The writer has an attitude that not all but most of the sites and facilities to the OPCW have been inspected.

Datum 12:

“at the upcoming meeting on December 6-9, WTO members will expect three keys outcomes: packages on trade facilitation, agriculture and least-develop countries”

The datum above taken from business headlines section. The “WTO” above is classified as acronym and abbreviation. This acronym euphemize the phrase “World Trade Organization”. WTO is an organization that intends to supervise and liberalize international trade.

The acronym WTO is classified as formal style. The meaning of WTO (World Trade Organization) cannot be worked out from its separate parts. It is usually used in trading business.

The function of the sentence above is to inform. It means that the writer conveys the fact that WTO members will expect three keys outcomes: packages on trade facilitation, agriculture and least-develop countries at the upcoming meeting on December 6-9.

Datum 13:

“the aspect that has grabbed the attention of the Indonesian public is not just the pictures circulating publicly of the lady in question with diamonds dripping off her fingers and neck.”

The datum above taken from opinion section. Based on the preceding discussion, the phrase “diamonds dripping off her fingers and neck” uses type of euphemism namely hyperbole. Hyperbole is overstatements. The phrase “diamonds dripping off her fingers and neck” is to substitute “luxury” means the wealthy which is owned by a lady, that is Non Nurlela/ Non Saputri, better known as Bunda Putri. She is a political operator who is involved in corruption case.

In addition, the style of euphemism in this sentence is classified as formal style. Formal style is an expression functioning as a single unit and whose meaning cannot be worked out from its separate parts. However the sentence above is used in political cases.

The function of the sentence above is to convince. The writer wants to make the reader believe firmly the truth about the lady (Bunda putri) who has grabbed the attention of Indonesian public because of her ownership of diamonds which dripping off her fingers and neck (great wealthy).

Datum 14:

“local residents call it *kepala arus*, or huge current. Surfers might call it a monster wave”

The datum above taken from life lines section. The phrase “Monster wave” is an euphemistic expression. It is classified as hyperbole which use exaggerate statements and it is

different from the literal meaning. The word “monster” above means “huge”. It shows that the wave in Papua province is very huge.

Based on the style of euphemism, the sentence above is casual style. Indicating a level of language in an informal situation. The phrase “monster wave” is called by the surfers in describing the situation of the wave in Papua province.

The function of the sentence above is to evaluate. The writer wants to convey his opinion that the surfer might call the wave as monster wave because the flow of the local rivers grows to as high as 12 meters in the downstream area in the Edera district in Mappi. It is a natural phenomenon that happens in Papua.

Datum 15:

“her face was ashen-white, as if a ferocious vampire had drained her blood”

The datum above taken from reader’s forum section. First, the phrase “ashen-white” is classified as hyperbole because it uses an exaggerate statement. It is different from the literal meaning which means “pale”. It describes that the face of someone is being pale after born a baby. Second, the statement “ferocious vampire had drained her blood” also classified as hyperbole. It has a means “lack of blood”.

The sentence above is casual style. There is no background information provided. It uses an informal situation. The writer only describes the condition of the subject who has ashen-white face, and suffer lack of blood after born a baby.

The function of the sentence above is to convince. The writer wants to convince the face condition of someone after born a baby. The face looks ashen-white (pale) and also lacks of blood as uttered in the sentence “as if a ferocious vampire had drained her blood”.

Datum 16:

“he will face Thammasin Sitthikom, second seed from Thailand, in the second round”

The datum above taken from sport section. The sentence “he will face Thammasin Sitthikom” above can be classified as metonymy that uses the way of mentioning partial part of the whole. The name “Thammasin Sitthikom” refers to the name of badminton player from Thailand.

The sentence above is classified as intimate style, means non public. Intonation more important than wording or grammar. The writer give information about the prominent that is ‘Thammasin Sitthikom’, the badminton player from Thailand who will faced by another badminton player.

The function of the text above is to inform. It conveys new information that another badminton player will face Thammasin Sitthikom, a badminton player from Thailand in the second round.

Datum 17:

“most of the musicians he knew when he taught at music school Institut Musik Daya Indonesia, others he knew from Indonesia’s contemporary jazz scene.”

The datum above taken from people section. The word “jazz” is categorized as synecdoche, means general to specific and specific to general. The word “jazz” above belongs to general for spesific. It refers to one of the kinds of music.

The sentence above classified as casual style which means indicating a level of language in an informal situation, meaning a group of friends and acquaintance. The writer did not provide any background of information about the subject.

The sentence above has function to inform. The writer conveys new information about someone (Aksan Sjaman) who recognize some musician. He knew some musician from Institut Musik Daya Indonesia and Indonesia’s contemporary jazz scene.

Datum 18:

“Manchester City dug deep into their near endless squad of reserves but still fielded a full side of internationals”

The datum above taken from sport section. The phrase “Manchester City” is classified as synecdoche. It belongs to general to spesific. The phrase “Manchester City” refers to the name of football team.

The sentence above uses formal style which can be indicated from the utterance which means cannot be worked out from its separate parts. It shows what Manchester City does during the football game.

Based on the functions of euphemism, the sentence above has function to inform. The writer conveys new information about Manchester City who has dug deep into their near endless squad of reserves but they still fielded a full side of international’s.

3.2 Discussion

According to the theory of euphemism which explained in the previous section, the researcher found eighteen euphemistic expressions which divided into seven types out of thirteen types of euphemism, four styles out of five styles of euphemism, and four functions out of eleven functions of euphemism.

4.2.1 Types of Euphemism

The types of euphemism which appear most frequently in The Jakarta Post newspaper published on the 1st of November 2013 are: two data belong to metaphor, two data belong to idiom, three data belong to circumlocution, four data belong to acronym and abbreviation, three data belong to hyperbole, two data belong to metonymy, and two data belong to synecdoche.

(1) Metaphor, it indicates something different from the literal meaning. It found in the opinion and sport sections. The phrase are *small windows* and *yellow card*. (2) Idiom, that is an expression functioning as a single unit whose meaning cannot be worked out from its separate part. It can be found in the phrase *broke down*, *rebel brigades* and *foodie-friendly* from national and lifestyle sections. (3) Circumlocution, that is saying in many words what may be said in a few words. It is found in national and people sections. The phrase which belong to circumlocution such as *broke down in tears*, *mental disabilities* and *make a living*. (4) Acronym and abbreviation, acronym is proper words created from the initial letter and abbreviation is do not from the proper words. It created from the initial sound or it is pronounced in a string of letters, the acronym and abbreviation such as *FSPMI*, *IJJDF*, *OPCW* and *WTO* found in headlines, life lines, world and business headlines sections. (5) Hyperbole, it used to exaggerate statements to make the statement different from literal meaning. The

phrase which belongs to metonymy are *diamonds dripping off her neck and fingers*, *monster wave*, *ashen-white* and *ferocious vampire had drained her blood* found in opinion, life lines and reader's forum sections. (6) Metonymy which refers to the way of mentioning partial part of the whole, such as *Syrian president* and *he will face Thammasin Sitthikom*. These phrase found in world and sport sections. (7) Synecdoche which means general for spesific, such as *jazz* and *Manchester city* which found in people and sport sections.

4.2.2 Styles of Euphemism

The style which is used in The Jakarta Post newspaper publish on the 1st of November 2013 are frozen style, formal style, intimate style and casual style. (1) The researcher found two data which belongs to frozen style which indicates a level of language considered very formal. It is found in world section. (2) nine data classified as formal style. Formal style is an expression functioning as a single unit and which meaning cannot be worked out from its separate parts. The formal style of euphemism found in opinion, sports, national, headlines, life lines, and business headlines. (3) two data as intimate style, means non-public. Intonation more important than wording or grammar. It found in the lifestyles and sports sections, and the last (4) casual style which consists of five data found in sports, people, and life lines. Casual style indicating a level of language in an informal situation, means in group- friends and acquaintance, no background information provided.

4.2.3 Functions of Euphemism

In the findings above, the researcher found five functions used in The Jakarta Post newspaper publish on the 1st of November 2013. Those are: (1) to informs (conveys writers opinion) consists of twelve data found in sports, world, lifestyles, national, headlines, life lines, and business headlines. (2) to convince consists of three data found in people, opinion,

and reader's forum sections. (3) to evaluates consists of two data found in opinion and life lines, and the last (3) to modalizes consists of one data found in world section.



CHAPTER IV

CONCLUSION AND SUGGESTIONS

After analyzing the research findings and discuss it in the preceding chapter, conclusion and some suggestions are given. The conclusion is drawn based on the data analysis, while suggestion is intended to give information to the next researchers who are interested in doing further researches relevance to this study.

4.1 Conclusion

Essentially the existence of euphemism is to hide the unpleasant idea to avoid losing face in communication. Furthermore, the use of euphemism is used in word, phrase or sentence. Based on the data analysis stated previously, there are some euphemisms that are formed in the Jakarta Post newspaper published on the 1st of November 2013. Moreover, this section conclude the discussion that have been discusses in the previous section.

The types of euphemism used in that newspaper are hyperbole, idiom, acronym and abbreviation, metaphor, metonymy, circumlocation and synecdoche. The data were found in some sections, such as headlines, sports, people, world, lifestyle, business headlines, national, life lines, opinion, and reader's forum. For styles of euphemism, formal style is the dominant style used in The Jakarta Post newspaper published on the 1st of November 2013. There are nine data belong to formal style and taken from some sections. Followed by casual style consist of

five data, frozen style consist of two data and intimate style consist of two data. For function of euphemism, to inform is the dominant function used in that newspaper. It consist of twelve data. Followed by the next function that is to convince which consist of three data, to evaluate consist of two data and to modalize consist of one data.

In conclusion, the use of euphemism especially in news media is important and has many advantages, because the users of euphemism try to replace the unpleasant phrase or word to avoid the offense. Besides, euphemism is not only constantly renaming things and repackaging them to make the sound “better” but also it deals with the language customs. To sum up, euphemism is a good instrument to avoid the loss of face and euphemism is not only useful for giving the favorable impression to the public but also useful for hiding the dreadful fact.

4.2 Suggestions

In accordance with the findings of this research described previously, there are several points that could be recommended for the writers of articles, the readers of articles and the students and the lecturers of English department. For the writers, in creating a text or an article, they should consider the word and utterance that will be presented in the written text in order that the inference being conveyed is easily understood by the readers. It is also recommended to the readers to know the context in order that they can arrive at the intended messages by the writer. Furthermore, for the students, to determine the types, style and

function of euphemism, they should have good comprehension on the context and contents of the written text by reading the whole texts. It will be able to help them to avoid having wrong interpretation. Meanwhile, for the lecturers, in order that their students can easily comprehend the euphemism theory, it is also suggested that they should take examples of euphemism from other researches.

In addition, it is also recommended for the next researchers who are interested in doing further research in this area to use these finding as a starting point in conducting the research. Using the same theory, the next researchers are suggested to use different data sources.

Datum No.	Euphemism	Type	Style	Function
1	People like Bunda Putri look for <u>small windows</u> of oportuniy in the democratization process so that they or their masters can obtain economic previleges	Metaphor	Formal	Evaluate
2	Napoli's Christian Maggio was sent off after receiving his second <u>yellow card</u> 10 minutes from time	Metaphor	Casual	Inform
3	Manchester city reached the quarterfinals of the League Cup after they finally <u>broke down</u> a resilient Newcastle United to win 2-0 after extra time on Wednesday	Idiom	Formal	Inform
4	<u>The Syrian president</u> has rejected the charge, blaming <u>rebel brigades</u>	Metonymy & Idiom	Frozen	Inform
5	Last week, he moved his operations from an 11 table restaurant to one three times as large on a prominent corner of the hip, <u>foodie-friendly</u> Philadelphia suburb of Collingswood	Idiom	Intimate	Inform
6	During Fathanah's trial he <u>broke down in tears</u> when Luthfi asked	Circumlocution	Formal	Inform

	him to confirm some of the allegation made against the former party chairman			
7	In 2009, a village in Ponorogo, Karang Patihan, made headlines after it was reported that 111 people in the area, aged between 5 and 40, were diagnosed with <u>mental disabilities</u> .	Circumlocution	Formal	Inform
8	It does not mean that Aksan can not <u>make a living</u> . He composes up to five film scores a year	Circumlocution	Casual	Convince
9	A similar thing happened in Tangerang municipality, where at least 3,000 workers from <u>FSPMI</u> blocked off Jl. Gatot Subroto in Jatiuwung and made speeches	Acronym and Abreviation	Formal	Inform
10	At that time, the <u>IJJDF</u> , locally called Jodefo, bought rubber with out following market price fluctuations	Acronym and Abreviation	Formal	Inform
11	Most of the sites and facilities declared by Syria to the <u>OPCW</u> have been inspected	Acronym and Abreviation	Frozen	Modalize

12	At the upcoming meeting on Dcember 6-9, <u>WTO</u> members will expect three keys outcomes: packages on trade facilitation, agriculture and least-develop countries	Acronym and Abreviation	Formal	Inform
13	The aspect that has grabbed the attention of the Indonesian public is not just the pictures circulating publicly of the lady in question with <u>diamonds dripping off her fingers and neck</u>	Hyperbole	Formal	Convince
14	Local recidents call it <i>kepala arus</i> , or huge current. Surfers might call it a <u>monster wave</u>	Hyperbole	Casual	Evaluate
15	Her face was <u>ashen-white</u> , as if a <u>ferocious vampire</u> had drained her <u>blood</u>	Hyperbole	Casual	Convince
16	<u>He will face Thammasin Sitthikom</u> , second seed fom Thailand, in the second round	Metonymy	Intimate	Inform

17	Most of the musicians he knew when he taught at music school Institut Musik Daya Indonesia, others he knew from Indonesia's <u>contemporary jazz</u> scene	Synecdoche	Casual	Inform
18	<u>Manchester City</u> dug deep into their near endless squad of reserves but still fielded a full side of internationals	Synecdoche	Inform	Formal

