EUPHEMISM IN TEMPO.CO'S ARTICLES:
SOCIOLINGUISTICS APPROACH

THESIS

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ENGLISH DEPARTMENT
SOCIAL SCIENCE AND HUMANITIES FACULTY
PUTERA BATAM UNIVERSITY
2022

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Submitted in Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra

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SOCIOLINGUISTICS APPROACH

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DECLARATION OF THE THESIS ORIGINALITY

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ABSTRACT

This research is entitled "Euphemism in Tempo.co Articles: Sociolinguistics Approach". Euphemism is a language theory that is used to avoid offensive words or phrases or make harsh language sound softer and more polite to the interlocutor and not cause harassment and anxiety or insults from listeners or interlocutors. This analysis aims to identify the types of euphemisms in the Tempo.co English Version news and to explain the function of euphemisms in the news contained in the Tempo.co English Version article. The theory used to identify the type of euphemism uses the theory of Allan & Burridge (2012) and Rawson (1981), then the theory used to explain the function of euphemism uses the theory of Kate Burridge (2012). and with a sociolinguistic approach to the theory of Wardaugh (2014) The analytical method used is a qualitative descriptive method. The analysis and explanation of the data used as preparation in collecting data begins by reading the news, carefully understanding each article in the Tempo.co article, then writing it down in a data transcript, from the transcript data, each word or phrase that contains the meaning of euphemism is marked. The results of the analysis found 30 data, with the type of euphemism used in the Tempo.co news article consisting of Metaphor, Hyperbole, Idiom, Association, personification, symbolic, circumlocution, jargon, acronym, abbreviation, litotes, and the function of euphemism consists of politeness and avoidance. prohibition, as a language softener, not to offend or cause conflict, and to reduce embarrassment are the most frequently used types of euphemisms and the function of euphemisms as a function of politeness in language is a function of the most frequently used euphemisms in Tempo.co news.

Keywords: Euphemism, Taboo, Tempo.co English Version.

ABSTRAK

Penelitian ini berjudul "Eufemisme dalam Artikel Tempo.co: Pendekatan Sosiolinguistik". Eufemisme adalah teori bahasa yang digunakan untuk menghindari kata atau frasa yang menyinggung atau membuat bahasa kasar terdengar lebih lembut dan lebih sopan kepada lawan bicara dan tidak menimbulkan gangguan dan kecemasan atau penghinaan dari pendengar atau lawan bicara. Analisis ini bertujuan untuk mengidentifikasi jenis-jenis eufemisme dalam berita Tempo.co Versi Bahasa Inggris dan menjelaskan fungsi eufemisme dalam berita yang terdapat dalam artikel Tempo.co Versi Bahasa Inggris. Teori yang digunakan untuk mengidentifikasi jenis eufemisme menggunakan teori Allan & Buridge (2012) dan Rawson (1981), kemudian teori yang digunakan untuk menjelaskan fungsi eufemisme menggunakan teori Kate Buridge (2012). dan dengan pendekatan sosiolinguistik dengan teori Wardaugh (2014) Metode analisis yang digunakan adalah metode deskriptif kualitatif. Analisis dan penjelasan data yang digunakan sebagai persiapan dalam pengumpulan data dimulai dengan membaca berita, memahami dengan seksama setiap artikel dalam artikel Tempo.co, kemudian menuliskannya dalam transkrip data, dari data transkrip, setiap kata atau frasa yang mengandung arti eufemisme ditandai. Hasil analisis ditemukan 30 data, dengan jenis eufemisme yang digunakan dalam artikel berita Tempo.co terdiri dari Metafora, Hiperbola, Idiom, Asosiasi, personifikasi, simbolik, sirkumlokusi, jargon, akronim, singkatan, litotes, dan fungsi eufemisme terdiri dari kesantunan dan penghindaran. larangan, sebagai pelembut bahasa, untuk tidak menyinggung atau menimbulkan konflik, dan untuk mengurangi rasa malu adalah jenis eufemisme yang paling sering digunakan dan fungsi eufemisme sebagai fungsi kesantunan berbahasa adalah fungsi dari eufemisme yang paling sering digunakan di Tempo.co.

Kata Kunci: Eufemisme, kata Tabo, Tempo.co versi English.

MOTTO AND DEDICATION

MOTTO

Sometimes in this word life doesn't go the way your plan, just do it yourself and you

will understand why.

Ali bin Abi Thalib

DEDICATION

This thesis is proudly dedicated to my beloved mother and late father

This also dedicated to my lovely sister and for all my family members.

ACKNOWLEDGMENT

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

Humans communicate with each other as a form of media from various aspects ranging from business, education, online media, and many others which at this time many people use social media and the way humans communicate on online media or social media is very interesting to discuss, Because the majority of social media users are young people where they communicate with others in their own unique way. On the other hand the technological developments nowadays social media applications such as Youtube, Instagram, Facebook, Tik Tok, and online media that many utterances contain euphemism. and over time, new terms appear from social media which are brought into daily conversation by young people, then also the language used in online news contains many elements of euphemism. Euphemism itself is included in the category of comparative figure of speech which means the used of words in addition, euphemisms are also closely related to the manners and social values and beliefs.

Euphemisms are used as expressions that can replace something that is considered displeasing, to avoid embarrassment, to avoid words that can offend others. So that in communicating can give the impression of being polite and can avoid unpleasant expressions one example of an excessive euphemism is the phrase lack of food. This phrase is actually a concept of hunger, but because of its excessive use, this euphemism creates another concept for the reader. This other concept arises because of a shift in meaning from the previous meaning. Finally,

the readers consider this to be a natural thing and do not cause any concern for the victims of the famine in question (Burridge, 2019).

Euphemism is a style of language that is conveyed in the form of subtle expressions to replace expressions that are considered rude. The use of euphemisms is done to avoid words that are considered rude or disrespectful by the general public and can offend others. With this style of language, the communication process that occurs will give the impression of being more polite to others. The word euphemism comes from the Greek, namely "euphemizein" which means "kind words". So according to the origin of the word, the notion of euphemism is an expression that uses better and smoother words to replace expressions that are considered rude.

Generally often encounter language that is taboo among the general public in public comments or the mass media and also in advertising media. For example, when in the advertising media the seller mentions that the clothes they sell are genuine imitation leather, this is a marketing trick that uses euphemism because genuine imitation leather is fake leather, but usually this applies to those who usually advertise a product using euphemistic language. Usually, the use of the word euphemism is also to replace words that usually sound taboo in the ears of society in general because euphemisms have an important role in broad or general communication so that there are no words related to an individual. Taboo in general is a direct or rude speech towards the interlocutor and it can make the interlocutor angry and the opponent. Although, speaker not insulting someone or the listener, but a taboo voice will atmosphere and disrespectful to the interlocutor or listeners, because the speaker does not apply the language of euphemism to

speak well without insulting the interlocutor. Then the use of euphemisms is very important in communication in order to avoid quotes that are not pleasant to hear by the other person. although usually the use of euphemisms usually has language that is convoluted or complicated to understand because euphemistic language has meanings that not everyone can understand the intent and purpose of the speaker.

Euphemism is applied in communication among people around the world that uses an acceptable and harmless word to replace that which may have an unpleasant significance. It's an attempt to refine the language by using a more polite or better vocabulary. People may replace words or phrases by using euphemism in order to maintain a stable social interaction within the group. it may also keep a speaker or audience from being in a brawling or offensive role. Many cases happened regarding with euphemism in the media online, or even in daily communication. One of the cases is the online article or headline news in tempo.co they employ the euphemism to attract people read their news article. (Ren & Yu 2013).

In most societies, people tend to use it in order Smoother and more polite words or gestures when they want to point out items that are considered socially sensitive or tabooed to discuss. those softer and cleverer words or phrases are commonly recognised or identified as euphemisms. as one of the figures speech, euphemism offers some more socially acceptable Choice of words for people to use Replace the offensive ones, please. Just as euphemism can decrease the sense of sensitivity or offensiveness in Replaced words or expressions use of In the world, euphemism becomes more important Society.

Since the use of euphemism is inevitable in social communication, it is not difficult to find many mass media which also use euphemism in their articles or news. As one of the distinguished mass media in Indonesia Tempo.co's article or news, which has become the source of the data for this research, It also uses a lot of The euphemisms of presenting their articles to the public. for example *A Horse-Drawn Carriage, the Final Journey of George Floyd Agung Chandra (2020)* from this statement in the phrase *Final Journey* contained Euphemism. According to (Allan & Burridge, 2020) This phrase is categorized as a metaphor which is part of the type of euphemism. The final journey is analogous to a person's final destination where it is death. This phrase intends to soften the language that is considered taboo, namely death. On the other hand the intent of the sentence above is as a parable where the Horse Carriage, for George Floyd's Last Journey. Euphemisms found in Tempo news article those related to politics, economics, and the article's law focuses on providing News related to the three main fields. The researcher find the utterance as well *Minneapolis in Flames as Unrest Over Black Man's Death Rages on Fajar Januarta 2020* in Tempo magazine this indicated related to type of euphemism Well, this paper is trying to observe Types of euphemisms found at Tempo news article.

For example this is the data from Tempo.co *a white police officer was caught on a bystander's video pressing his knee into the neck of African-American man George Floyd, who later died at a hospital, Adam Bettcher 2020.* This utterance has euphemistic expression by saying African-American while other news says black American. we can see that tempo.co article use strategies to use soft expression and also this utterance *The Atlanta policeman was*

dismissed from the department and charged with murder, although his arrest came more quickly than that of the officer ultimately charged with murder in the Floyd case. Reuters 2020. From the sentence that quoted in the Tempo.co article, it can be seen that the sentence above indicates that Tempo.co, a popular online news and article web portal in Indonesia, still uses euphemisms.

The research study of euphemism was already done by several researchers, one of them is Gitawati (2012), Her research studied about Types of Euphemisms found in the articles of Tempo Magazine while in this research the researcher used Tempo.co as the object research. From the research that was done by Gitawati, There are similarities from this research. The similarity is about the theory euphemism and source data that taken from Tempo. But the previous research and present research there are differences. The differences are about the theory expert and the data source. the previous research used theory from types of euphemisms proposed by Kaosa-Ad (2009). While in the research analysis from the researcher uses the Euphemism theory from (Allan and Burridge, 2006). This theory is focusing on Types of euphemism & function of euphemism used in online news Tempo.co's articles found in February through November 2020 with the sociolinguistics approach. But the previous research study focused to analyze the types of euphemisms found in articles of Tempo magazine, especially those which are found in January through June 2012 editions. from Kaosa-Ad's five main types of euphemisms. from the explanation above it can be concluded that the two researchers have different researches analysis .

Another research about euphemism was done by Aldriani (2019) as well she analyzes euphemism about euphemistic expressions that exist in express

online which are also different in this study. She analyzed the use of euphemistic expressions based on the semantic approach and formal innovations found in several articles in the online newspaper Express. Aldriani (2019) found the following use of euphemistic expressions; The semantic innovation used is particularization. In total there are 12 data for manufacture and 7 (seven) data for compounding. From Aldriani's research, it can be concluded that there are differences and similarities in this study, namely the theory of similarities and differences in data sources.

Although both of Gitawati's and Aldriani's works have the same study topic these researches study have similarities and differences from previous research study above. The differences are theory from expert and data source used in the research. They are emphasize varies from one to another. Gitawati she focused on Kaosa-Ad's five main types of euphemisms and discussed the uses and meanings of euphemism in terms of shortening and semantic change, while Aldriani emphasized euphemism expression differently in her study, Not just to figure out the types, idiom, term, abbreviation, hyperbole and purpose, but also to explore euphemism via other methods, like sociolinguistics, euphemism used in Late Princess Lady Diana Marriage Life on the Online is extracted from several different aspects. But this research is using theory of euphemism from (Allan and Burridge, 2006), And the data source of research used the Media online news Tempo articles as the data source.

Unlike previous studies, the purpose of this study is not only to find out the type and function of euphemism, but also to describe and identify of euphemistic expression used by Tempo.co news article in order to find out just as much as Tempo.co's articles use euphemistic expression in media communication. From the

explanation above, the researcher is interested in analysing euphemism in the news articles in the tempo.co article, the news writer has filter their news writing before reporting the news, the word euphemism is used by reporter, it can generally be a taboo language and a polite and acceptable language among the people. Therefore, This study uses a sociolinguistic approach in this study. Those limitations To the best of my knowledge, the researcher analyzed the scope of the analysis by analyzing tempo.co, which is a web portal for international news and articles from February to November 2020 and about news that only contains elements of euphemism in its news writing.

Based on the explanation above, the researcher is interested to analyze the euphemism in Tempo.co's articles. The topic of the discussion was taken from an online news and article web portal founded by PT Tempo Inti Media, Tbk. that has types and function of euphemism in their article or headline news in Tempo.co. For these phenomena, the researcher used sociolinguistics approach. Sociolinguistics approach is the study of the effect of any aspect of society on the way language is used and society's effect on language. This study aimed to analyze the types and functions of euphemisms that exist in the tempo.co articles. Especially for news articles that used a strategy of using language that contains euphemisms to attract readers in Tempo.co articles.

1.2 Identification of the problem

Based on the background of the research, euphemism is the mind problem in the Tempo.co's article. The researcher can say the points of problem in the Tempo.co's article, as follow:

1. The effect of using euphemism in the news article.

2. The use of taboo words causes anxiety or embarrassment for both the speaker and the interlocutor

3. The word and expression of euphemisms in modern society in media informative.

4. The existence of informative media in informing the euphemism statement.

5. Euphemism found in the Tempo.co's articles on February-November 2020.

6. The types of euphemism in the Tempo.co's articles on February -November 2020.

7. The functions of euphemism in the Tempo.co's articles on February - November 2020.

1.3 Limitation of the problem

1. The types of euphemism found in the Tempo.co's articles on February -November 2020.

2. The functions of euphemism found in the Tempo.co's articles on February - November 2020.

1.4 Formulation of the problem

The limitation of the problem led to the creation of research questions. There are two main problems identified in the background that need to be answered as stated in the following questions.

1. What are the types of euphemism applied by Tempo.co's articles on February - November 2020?

2. What are the functions of euphemism applied by Tempo.co's articles on February - November 2020?

1.5 Objectives of the Research

After the researcher limits the formulation of problem, this research also has purpose. The purpose is to answer the questions in the formulation of the research, are:

1. To figure out the types of euphemism in the Tempo.co's articles on February - November 2020.

2. To figure out the functions of euphemism in the Tempo.co's articles on February - November 2020.

1.6 Significance of the Research

Significances of the research are the purpose of this research. These purposes are divided by two parts. They are theoretical and practical significances.

1.6.1 Theoretical Significance

The result of this study is expected to be a contribution to the study of sociolinguistics especially on euphemism, we will know what euphemism means and we will also find out what types and function of euphemism are found in news articles in the Tempo.co's article.

1.6.2 Practically Significance

The results of this study are also expected to make a practical contribution. This research allows the students to learn and understand the sociolinguistic analysis on euphemism in particular. The findings of this research are intended to be a reference or supplementary content for sociolinguistic courses to the students. In addition, the author hopes that this work would be of use to other authors as a guide for further study.

1.7. Definition of Key Terms

Euphemism : Euphemism is a figure of speech that is one type of comparative figure of speech, namely a style of language that contains harsh statements, but is expressed in softer words. Euphemism in other words is a language style that refines to show politeness. (Allan and Burridge, 2006)

Taboo : The prohibition of behavior in any society deemed harmful to it's a member that would cause them anxiety, embarrassment, or shame. (Burridge, 2019)

Tempo.co : Tempo.co is one of the most popular mass media in Indonesia and has readers from both national and international levels. Tempo.co is an Indonesian web portal that provides news and online articles, founded by PT Tempo Inti Media, Tbk. Tempo.co has news content from various sections, which are divided based on the type of news, including: national, metro, business, sports, technology, lifestyle, international (Tempo.co, 2020).

CHAPTER II
REVIEW OF RELATED LITERATURE AND THEORITICAL FRAMEWORK

In this chapter explains several studies related to the linguistics. This is begin with the description of Sociolinguistics approach theory by (Wardaugh, 2014). Therefore, the concept of euphemism theory (Kate & Burridge, 2019) the types & the functions of euphemism by (Allan & Burridge, 2020),After that, the forms of euphemism in the digital news article Tempo.co's In addition, previous research related to theory of euphemism.(Burridge, 2019)

2.1 Sociolinguistics

Sociolinguistics is characterized as the study of societies related to society, and sociolinguistics of language is characterized as the study of societies related to language. The goals of sociolinguistics are different from the goals of sociolinguistics of language. Hudson (1999) distinguishes between sociolinguistics and sociolinguistics of language as follows: Sociolinguistics is "study of language in culture" and sociolinguistics of language is "study of society related to language". The focus of both areas is different. In sociolinguistics, we study society. The context of the language used to learn more about language and the sociology of the language used to learn more about society. Sociologists refrain from making cultural assumptions, as well as sociologists tend to ignore all language-related observations. There is no doubt that there is a difference between sociolinguistics and linguistic sociology, but the main difference is one of the emphasis. It also depends on whether the researcher is more interested in language

and culture, and more specialized in the study of language and social systems (Wardaugh, 2014).

Ramadhan F, (2014) Sociolinguistics is a science that refers to problems in language from the social aspect or a combination of two disciplines, namely: sociology and linguistics. As a science that becomes the concept of language in social life, Hudson (2011), sociolinguistics also tries to explain the human ability to use language rules appropriately in various situations. Language variety is a variation in the use of language in a different society adapted to the situation and conditions of a particular society that shows one of the of the variations that exist in the use of language. (Jaganegara, et al, 2020), Words are one of the most important elements of language. Everyone who communicates with language always express it through words that are strung together and become a language that complete and understandable by the interlocutor.

Meyerhoff (2006), the sociolinguistic approach is related to this research, because it is analysis that discusses language and society and almost everyone in the world speak with a variety of different understandings. People have to follow norms and linguistics behavior when communicating with each other. sometimes words that sound good, that does not mean having a good meaning for each other, if it is not conveyed clearly and carefully a word or utterance sounds taboo, this problem always occurs in society and causes definitely between language users. Therefore, linguistic behavior needs to be developed, especially the use of euphemisms in society.

Based on the explanations and descriptions above, The researcher as a linguistic researcher views social and language phenomena that occur as being

influenced by society. Ruslana (2015), Sociolinguistics has explored the social status and ideology associated with new utterances that have a better sound and meaning so that they have a shift in form and meaning from the language itself. This study uses a sociolinguistic approach that focuses on the relationship between online news media and readers. In this research study, researchers reflect and classify language according to modern social life as it is today. By using this sociolinguistics approach, this research gets more social values that are often overlooked in language research studies on linguistics.

2.1.1 The Concept of Euphemism

According to Allan and Burridge (2006), euphemism is a collection of words or phrases in a sentence or that are mentioned and used as an expression of someone when expressing things that are sensitive to the other person so that they are uncomfortable. These disproportionate terms are usually things that are considered taboo by the public or an open secret that becomes an inappropriate language in its use or delivery so that it is scary and unpleasant. or for some other reason has too many negative meanings to be heard by the general public. someone will be happy to carry out the speaker's communicative intent on certain occasions. Mu'in (2019), Euphemisms are intended for speakers who want to avoid language that has negative meaning or is offensive to someone and prevents listeners or the wider community from speaking informally when speaking to the public. By applying euphemistic language, speakers can avoid inappropriate language or direct words with negative connotations and expressions (Halmari, 2011).

Wang (2013), Words and phrases or expressions that contain euphemisms allow us to talk about things that may be inappropriate for the public to hear or unpleasant for some people to 'neutralize', offensive and insulting such as death, religion, ethnicity, and others. the status of someone who may not be good to mention directly, so the application of this euphemistic language is very important in conversations that are private in context but mentioned in public. Sari, et al (2013), the community also encourages a culture in communication to share things that may be normal to be displayed in two-person communication but should not be said to the public. In our culture, euphemism is an infection of language. saying commonplace things and exaggerating trivial things, we constantly call something word or speech and change it in a better form to make it sound more attractive and easy to understand, it changes the name of reality to suit the social order that is new (Wardhaugh, 1986).

Dewi, et al (2019), Euphemisms are usually in the form of words or phrases that are replaced with other words that are considered better and smoother to mention. in order to avoid words that are offensive and sound harsh to the public. to avoid awkward situations in a conversation with a sensitive context. either by direct or indirect speech or by offending the face of the listener or a third party of speech. Sari and Al-Hafizh (2013), Euphemism has grown widely in many ways along with the development of culture in terms of advertising media, mass media and in the study of new languages and terms in this modern world. It is used as an alternative to an unwelcome term, to prevent any words that are offensive or insulting to some people. The emergence of this language reflects a more advanced culture in human perspective and communication. Even in

English, all these so-called taboo words are discouraged because their use in certain social circles is considered unpleasant (Allan & Burridge, 2020).

2.1.1.1 The Types of Euphemism

One of the euphemism experts, Keith Allan, described about the euphemism book by himself. He made a different way to figure out the way people speak to sound pleasant and the meaning behind the euphemism that he found. The euphemism itself is not only in the form of utterance, But also in the form of words, phrase, style and others. To figure out the meaning behind the euphemism, he classified the euphemism into several types of euphemism. Usually he calls it Positive and negative types of euphemism. Meilasari (2017), Positive euphemism usually name of place instead of saying the name rudely and replacing bad attitudes with the name of occupations and Negative euphemism usually like death, sensitive body organs, sexual activities, and certain animal. using euphemism language to represent words that are actually considered rude by society in general. The types of euphemism, namely the representament taboo word or unpleasant utterance. In the types of euphemism he categorizes again into three types with sub-types. Each type has a different variant. So Types of euphemism is something that represents something else. The word or utterance is something that the type is referring to.

In general, euphemisms can be distinguished based on the problem. (Allan and Burridge, 2020) suggest that there are several types of euphemisms. This type of euphemism has many variants. Several authors express their theories about the types of euphemisms from their research. They argue that this type of euphemism is derived in several forms. (Allan and Burridge, 2020) classify the types of euphemisms into three main parts, namely, analogy, distortion, and borrowing, as well as each main part of euphemisms involving several substitutions as follows:

A. Metaphor

The first type is Metaphor. Metaphor is a kind of language that analogizes things that are different but basically have something in common. but in a short form. Metaphor includes figurative language style to equate a different object In euphemism, metaphor usually used to replace one taboo object with a better explanation that is shared characteristics that are implicitly shared between them. It indicates something other than the literal significances. Metaphor is not device or poetic imagination when used in the right context, but is used as an ordinary language. In everybody's life, metaphor is persuasive not only in language but also in thought and action(Mshvenieradze, Olaoye, Lin, Shi, & Wang, 2016), Metaphor allows an implicit distinction between two unlike elements which have at least one similar quality or characteristic. To be euphemistic, we may equate an unpleasant to an enjoyable or less unpleasant one too.

B. Idiom

Type second type is Idiom. An Idiom is a widely used utterance or expression that contains a figurative meaning that is different from the literal meaning of the phrase. Ardhan (2018), Idioms is kind of analogy that has a series of words that have meaning but cannot be interpreted literally, but can represent the expressions implied in it and have certain meanings that cannot be inferred from the meaning of individual words. An idiom is an expression that takes on a figurative meaning when certain words are combined, which differs from the literal definition of the individual words. It is a concept that functions as a single entity, the definition of which cannot be expanded from its separate parts. Many idioms expressed euphemism when dealing with unpleasant things Although

English or American euphemisms are not used as euphemism for things we feel uncomfortable speaking of directly.

C. Hyperbole

The third is hyperbole Type. Hyperbole is kind of analogy in a style of language that contains an exaggerated or exaggerated statement. Hyperbole serves to increase the beauty of language in literary works and to emphasize an event, so that the reader's imagination can form a clear scene on an event described in the literary work. Arif (2015), hyperbole is a figure of speech that is often used to express opposition. in euphemism this type of language is characterized by exaggerated statements and goes beyond the existing reality. It uses exaggerated expressions to differentiate the assertion (e.g. waves as big as Everest) from the actual context. Additionally, hyperbole (overstatement) can also be found in euphemisms such as flight to glory which means death, villa in a prime location refers to a dilapidated craftsman. Pan (2013), Hyperbole has characteristics that usually use exaggerating language in order to achieve the purpose of the language's goals. Then hyperbole has a dramatic style of language in its delivery to make it look more interesting in the language. Then the style of language can also affect the listener and can give a certain effect.

D. Personification

The fourth type of euphemism is Personification. Personification is one of the styles of language, which creates parables of inanimate objects with human-like properties. Nilwati (2012), personification is also one type of analogy in language because it replaces the function of inanimate objects to be able to act like humans and also describes inanimate objects as if they have other

characteristics. human nature. personification has language characteristics that usually give rise to the impression that inanimate objects are similar to living things or it can also be referred to as comparative figure of speech, because it uses figurative words to compare inanimate objects with living things. by using the senses.

E. Association

The fifth type of euphemism is Association. Association is style of language that has the type of linguistic analogy because it compares two things that are essentially different but are intentionally considered the same or similar. Ryabova (2013) this style of language is part of a comparative figure of speech where in its use it is accompanied by words; as, as, as, and as, to compare one object with another. Associations are usually widely used to express an idea or idea by using parables or proverbs in comparing two different objects, so that the delivery becomes more interesting. Then the association has language features which are also known as simile figures where there are special characteristics that distinguish it from other types of figure of speech. This figure of speech has similarities with similes, but this style of language describes objects implicitly. The interpretation of the meaning of words in this style of language can vary from one person to another. This figure of speech uses a parable to compare two objects that are basically different.

F. Abbreviations

The sixth type is an abbreviations, an abbreviations is a shortened or shortened form of a word which is an abbreviation in the form of a combination of letters or syllables or other elements that are written and pronounced like any

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other natural word. Ninsiana (2018), abbreviations is usually removes several word into one word or phrase like *U.K* for 'united kingdom' or 'pee' instead of 'piss.' or W.H.O for 'World Health Organization' or 'Amt' is an abbreviation for 'amount'.

G. Acronym

The seventh type is an acronym, combining several words to form the name of something, such as *snafu* for 'situation normal' *NASA (an acronym for National Aeronautics and Space Administration, chief executive officer for (CEO).* An acronym is a merge in the form of a combination of letters or syllables or other elements that are written and pronounced like any other natural word.

H. Symbolic

The eight type of euphemism is Symbolic. It is a style of language that is included in the analogy of language that symbolizes something in the sentence and describes something by using symbols or symbols to express its meaning. The symbol here means to replace the actual meaning of the word with an object, animal, or plant. Ridwan (2019), Symbolic is included in comparative figure of speech because it has the property of comparing two different things but having the same meaning. Symbolic figure of speech can be in the form of symbols that are usually understood by the reader or listener. Symbolic in the sentence functions as a symbol or summarizes the actual word and replaces the word with a commonly used word that has the same meaning. to refine from the actual word so that it can be implicit, as a tool for conveying ideas, ideas, judging, criticizing

something or someone, make the language more aesthetic, unique, interesting to say and write.

I. Litotes

The ninth type is Litotes. It is a style of language that expresses resistance from reality which aims to humble oneself. Generally, litotes use expressions of condescension when in fact the opposite is true. Cardova (2013), The litotes style of language is a humble attempt to elevate the meaning of the language conveyed. litotes itself has a language feature that is usually the statement conveyed is contrary to the actual situation. Litotes is use to express the contrary in negative form. Litotes is a form of understatement which is always deliberate and emphasized with intention. It can also rely on the emphasis on intonation in speech; for example , the word "not bad" may be used to mean anything from "mediocre" to "excellent," for example. In a different definition, Litotes is conducted by replacing a word or phrase with the negative expression of its opposite such as: it is not the most beautiful person I know (to indicate meanness), it is not exactly a rocket scientist (to indicate lack of intelligence), it is not a small task to organize these records (to indicate problem). The words used seem demeaning or neutralize the actual situation. Sometimes use comparative words. Examples of words in litotes style which are comparative words are like, more, the same, and so on. It can also rely on the emphasis on intonation in speech; for example, the word "not bad" may be used to mean anything from "mediocre" to "excellent," for example. In a different definition, This type of euphemism is made by replacing a word with the negative expression of its opposite such as: it is not the most beautiful person I know (to indicate meanness), it is not exactly a

rocket scientist (to indicate lack of intelligence), it is not a small task to organize these records (to indicate problem).

J. Jargon

The tenth type of euphemism is jargon. Jargon is a special language that is owned and used by a certain social group, usually jargon owned by a social group, not a professional group, or a group of fields of work. Linguistic jargon is usually rendered meaningless to people who are outside of it. According to (Allan and Burridge, 2020), jargon is a word that is manifested in written language. For example: parliamentary and legal documents, recipes, poetry, stock market reports, and also in spoken language, such as sports commentary. Serli (2018), Jargon is usually in the form of special words and phrases used by certain groups of people for use between their own groups especially in their work. This refers to the use of jargon or acquired jargon in place of common jargon, and some jargon derived from other languages or constructed from English, such as barriers). according to (Allan and Burridge, 2020) also noted that most languages lend words and morph-based euphemisms. For example: paradeigma, ierarkhia, mysterio. These words are borrowed from Greek. A feature of many languages is the use of words borrowed from other languages to act as euphemisms (Allan and Burridge, 2020), further state that borrowing is a temporary or mysterious form. So is the use of the so-called "special language" as "mother-in-law" of Indigenous Australians. Certain language is used for euphemistic purposes and may be considered a form of over-borrowing in the classification of euphemisms.

K. Circumlocution

The last type of euphemism is circumlocution Type. It is a rhetorical device that can be described as a paradoxical or contradictory way of communicating things, ideas or views. Sahnaz (2018) in reality, if someone wishes to stay vague about something and he doesn't want to say it explicitly, it means he uses circumlocution. Popular characteristics analyzing all the circumlocution cases, one will note that they have the following features : 1) It is used when the speaker is unable to select the correct words to communicate or say something, 2) it is used for social reasons to avoid using offensive terms; 3) It is used in politics and law and often it is difficult to judge which viewpoint a politician or a lawyer will follow, 4) it is used to establish a standard meter in poetry and in texts. Circumlocution can also be defined as saying what can be said in a few words, in many words. For examples, Mentally challenged or special for blind, hearing impairment or hearing impairment, sigh deprived, visual impairment or visual disorder.

2.1.1.2 The Functions of Euphemism

Functions of using euphemisms are, for the function of politeness, disguise meaning, mentioning religious terms, keeping things a secret, mentioning education degrees, not to offend or cause conflict, and to reduce embarrassment. Allan & Burridge, (2020) expand the euphemism function to 5 categories and propose 5 euphemism functions as follows:

A. Protect Embarrassment

Protect Embarrassment euphemism that "protects and avoids attacks." This feature is used when you need to talk about things in another context, but prefer to speak carefully so as not to offend you for some reason. The fraudulent

euphemism called "amazing, misrepresentation." Some might say that all euphemisms are dishonest. This happens because in certain situations it is permissible to say taboo when using euphemisms instead of direct terms. So why is this ability used by euphemisms not to hide errors, but to consciously create problems and deceive recipients.

B. Softener

Burridge (2019), Euphemism politeness is an important element in everyday social life, by showing a polite attitude, a person can be appreciated and happy with his existence as a social being where he is. In social life, communicating among others, of course, we must have norms and ethics in dealing with other people. In this case, good speech acts can provide many benefits or influences both for themselves and others. The euphemism of politeness means the rules of life that arise from the association of a group of people in society and are considered as demands for daily community interaction. After we know this understanding, it can be concluded that politeness must be carried out wherever we are, according to the needs of the environment, place, and time because politeness is relative where what is considered the norm of politeness is different in every place, such as manners in the home environment, school, etc. campus, social, and so on. This we do wherever we are, we will always be respected, appreciated, and liked our existence by others.

C. Avoid Forbidden

Avoid Forbidden as shield and for avoidance are prohibited. Various euphemisms are categorized as avoidance languages and expressions that must be avoided. Before facing complex problems, language users need to know how to

talk about things in a strong context for uncontrollable reasons. In this key feature, euphemisms are verbal utterances created in response to taboos. These include guilt, gender, guilt, dishonesty, physical functioning, motion sickness, illness, death, dangerous animals, fear, and suspect gods.

D. Synonym Word

Euphemism camouflage is the way to astonish and represent euphemisms in the form of dishonest expressions, using words and phrases containing euphemisms in their context, some prohibitions can be accepted by using euphemisms, but not by using terms or direct words but rather direct wording. Euphemism expression vocabulary varies as medical, engineering, political and military language. usually military jargon adds an additional dimension of deception and secrecy in appearance. Here, using euphemisms does not hide the offensive, but deliberately finds the topic and is decisive. Things that doubletalk turned into death to be the result of war on the battlefield, or to a criminal crime.

E. Provocative

The Provocative euphemism is the way to express and inspire Euphemism used as provocative to express and inspire. Provocative euphemisms are more involved than direct politeness and are protective of offending expressions. However, it is a more mainstream euphemism that serves as a means of savior for commenting on sensitive matters. Often addressed to things that express hatred hatred, death euphemisms that differ from perspectives such as death death is called the final resting place or the final destination of a person and gets a new life and goes to a better place.

F. Negative Connotation

The Negative Connotation euphemism to show solidarity and help define the gang Euphemisms can be used as trademarks within a group. Depending on the context, many of the examples of nomenclature euphemisms in the previous section are used among people who share similar work or related recreational interests, they are euphemisms as an additional function of reinforcing and displaying group identity, especially when directed against outsiders. Where language identifies the taboo of sharing experiences, as in the case of hospital staff who have to manage illness, dying and dying every day, euphemisms make work easier to bear by disguising unpleasant realities, but also by creating relationships.

There are actually several functions of this euphemism, but the function here, the researcher mentions an outline of the functions of euphemism. the growing era of euphemism can become a tool as a beauty in communication and more interesting. A euphemism is a lighter alternative word or phrase used to cover or soften terms that are considered taboo, unpleasant, or simple, so that the speaker or writer can Avoid losing face, hurting other people's feelings, humiliating yourself religious or social reasons.

2.2 Previous Research

There are several previous studies related to this research that have been discussed in depth about euphemism. Some researchers did similar euphemism analysis.The researcher collected several articles related to the object of research and the use of articles as references in this study. Some of them are as follows:

Astuti (2014), who study was conducted to analyze the types, styles, and functions of euphemisms used in The Jakarta Post newspaper. of this study using a qualitative descriptive method. The data obtained by the researcher is from The Jakarta Post newspaper, the researcher classifies the election data based on the type, style and function of euphemisms. The results of the analysis that she found the main findings of his research, namely: seven types of euphemisms: metaphor, idiom, circumlocution , acronyms and abbreviations, hyperbole, metonymy and synecdoche, and four styles of euphemism: formal, casual, familiar, and frozen, and four functions of euphemisms: informing, convincing, evaluating, and modalizing. This researcher used the theory of Allan and Burride (2006) to determine the types of euphemisms and also uses Collins (1998) and Wardaugh (1986) as an approach to the problem in the study. Her research aimed to find the type, style and function of words from euphemisms by using mass media as the object of his research.

Hojati (2012), the research that had been analyze by Hojati (2012) was related to the euphemism theory in which examined the context of English language media. His research aimed to identify and analyse the euphemisms that are commonly used in English language media. The focused of his research is to generated and qualitatively examined a number of high-frequency euphemisms used by English-language media. Also the object of his research is the bulletins of a number of English-language television channels. They are BBC World News, AlJazeera English; and French 24 English. The result of the analysis that he found was that the overall frequency of use of euphemisms in English-language media was military 239, economy 165, disability 67, gender 88, poverty 182 and death

59. He used the theory of Jackall (2009), Soles (2009), Lacone (2003), LaRocque (2006), to find out the meaning of euphemisms and identify the used of euphemisms. Their research aimed to find out how many media that use English apply euphemisms in their media language.

Serli & Wahyuni (2018), the research analyzed is related to euphemism in which he examines the types and functions of euphemism found in crimes and politics news of Posmetro Padang newspaper. Their research aimed to identify and analyze euphemisms found in all section from Posmetro Padang news media. The focused of their research is to identify the types and functions of euphemisms found in criminal and political news in the Postmetro Padang news. The results of the analysis of what they found were 9 types of euphemisms, then, 1 function of euphemisms in the research they did. They used theories from Cresswell (2013), Grillo (2005), Allan & Buridge (1991), Fernandez (2006), and Fromkin (2005) to analyze the types and functions of euphemisms that exist in their research objects. Their research aimed to figure out what types of euphemisms are used by the postmetro Padang news media and their functions.

Fitriani,Syarif,&Wahyuni (2019), were conducted research related to euphemism, and wrote "Euphemism Used by Men and Women in the Indonesian Lawyers Club TV One Show: A Language and Gender Perspective." They explain how euphemism was used by men and women in 'Indonesia Lawyers Party' TV One show that was restricted to the euphemism types and functions used by men and women. From the analysis, 72 statements contained euphemistic expressions, 33 statements made by men, and 39 remarks made by women. They found 9 types of euphemism, namely: metaphor, hyperbole, circumlocution, initialism, jargon,

figurative expression, understatement, colloquial, and hypernym. From the types mentioned above, the majority of men used euphemism in the understatement type, while the majority of women preferred to use jargon. In addition, the researcher found 5 functions of euphemism in this show; euphemism as a double-talk, as a shield to avoid tabuism and offense, as an uplifting tool, to show solidarity or define a certain group, and to entertain. Therefore, based on this research, gender differences cause different linguistic phenomena because men and women's language patterns are influenced by their surroundings, status, education and other social aspects that are then reflected in their language style.

Gea (2021), this study described the types and functions of euphemisms found on CNN International News. The research that Gea analyzed is related to euphemisms in which examined the types and functions of euphemisms found in CNN news. This study used a qualitative descriptive research method which describes the research in more detail in the research. Her research aimed to identify the types and analyze the function of euphemisms found in CNN news. The focused of the research that she analyzed is to identify the types and functions of euphemisms found in CNN news. the results of the analysis that she found there were 62 data, each of which contained three types of euphemisms and six functions of euphemisms. In her research she uses the theories of Cresswell (2013), Allan & Buridge (2012), Wardhaugh (2014), and Rawson (1981) to analyze the types and functions of euphemisms that exist in the object of her research. Her research aimed to find out what types and function of euphemisms that CNN used.

The Similarities from previous and current research is using theory by Allan & Buridge (1991, 2006). Preview that differentiates with current research occurs in data sources, researchers currently prefer articles using the euphemisms that exist on Tempo.co by using euphemisms in News articles in various sections on Tempo.co when delivering information. In addition this research has never been done by other previous researchers.

2.3 Theoretical Framework

The research begins with an explanation about sociolinguistics as the roof of analysis that direct the data to be analyzed based on the types of euphemism proposed by Allan and Burridge (2006). Euphemism types are divided into eleven parts which are metaphor, idiom, circumlocution, hyperbole, acronym, abbreviation Association, symbolic, personification, litotes and technical jargon. In order to know the purpose of euphemism, the researcher found the function of euphemism there are five kinds of euphemism that researchers found namely courtesy euphemism, protective euphemism, the underhand euphemism, cohesive euphemism, provocative euphemism developed by Allan and Burridge (2006) those theories were used to analyze the Types and funcions of euphemism found in Tempo.co's articles.
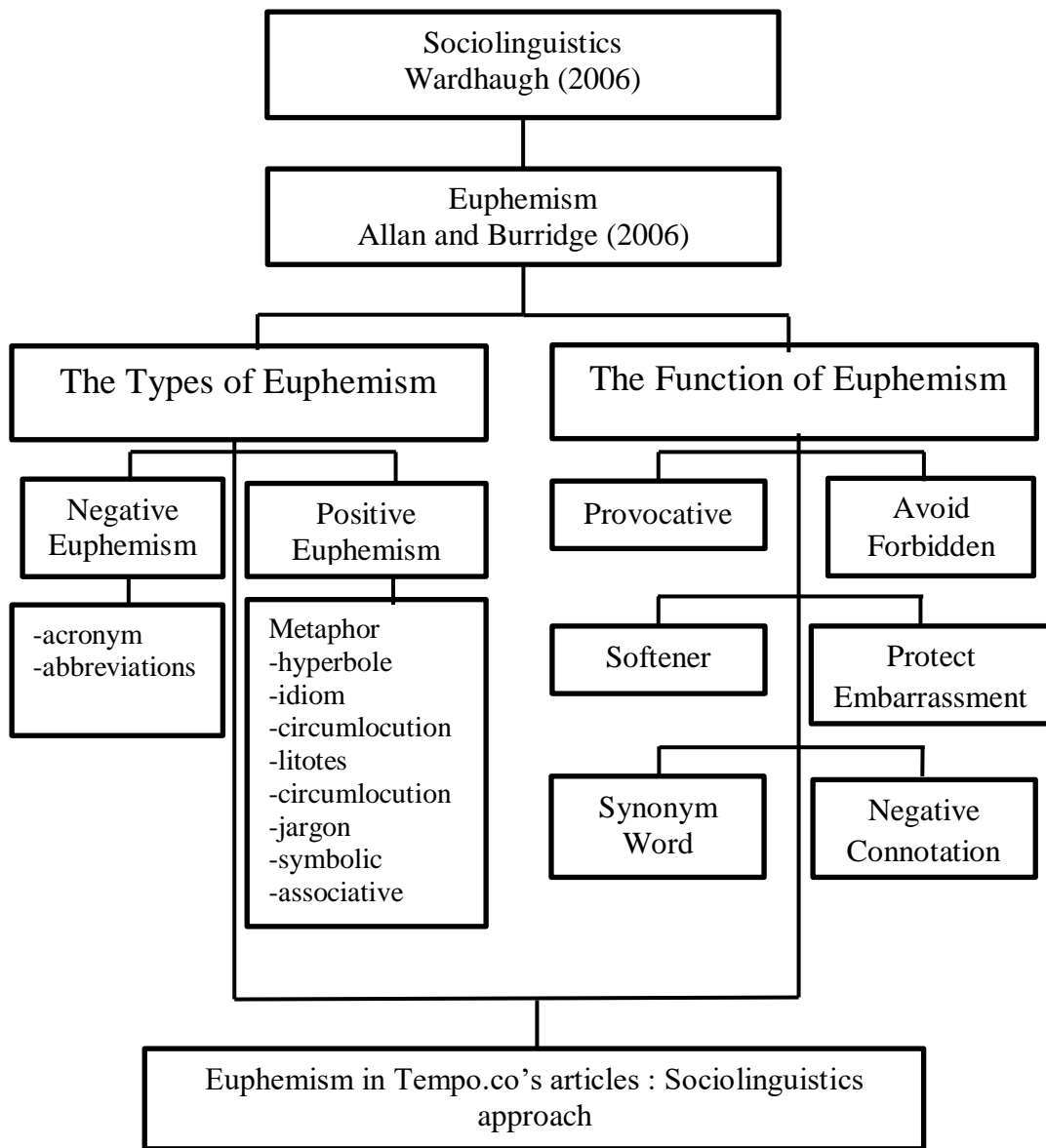
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┌─────────────────────────────────┐
│        Sociolinguistics         │
│        Wardhaugh (2006)         │
└─────────────────────────────────┘
                │
┌─────────────────────────────────┐
│          Euphemism              │
│    Allan and Burridge (2006)    │
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      ┌─────────┴──────────────────────────┐
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│  The Types of Euphemism  │      │  The Function of Euphemism   │
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│ Negative │ │ Positive │   │ Provocative│   │    Avoid     │
│Euphemism │ │Euphemism │   │            │   │  Forbidden   │
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│-acronym  │ │Metaphor      │  │  Softener  │   │   Protect    │
│-abbrevia-│ │-hyperbole    │  │            │   │ Embarrassment│
│ tions    │ │-idiom        │  └────────────┘   └──────────────┘
└──────────┘ │-circumlocution│
             │-litotes      │  ┌────────────┐   ┌──────────────┐
             │-circumlocution│  │  Synonym   │   │   Negative   │
             │-jargon       │  │   Word     │   │ Connotation  │
             │-symbolic     │  └────────────┘   └──────────────┘
             │-associative  │
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       │ Euphemism in Tempo.co's articles : Sociolinguistics │
       │                 approach                   │
       └────────────────────────────────────────────┘
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Figure 2.1 Theoretical framework

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Design

In this research was conducted by the researcher using a qualitative descriptive method. Qualitative descriptive method is a method that focuses on issues related to linguistics and conducts detailed research and in-depth observations. Therefore, the use of qualitative methods in research can produce a more comprehensive study of a phenomenon. Methods Qualitative research relates to the way researchers analyze data that has language problems in the community. According to (Creswell, 2018), qualitative research is concerned with words, sentences or data images that have different steps in analyzing data. In this study, researchers find information based on data analysis through interpretation based on facts.

This phenomenon will be explained by using sentences and paragraphs. Therefore, all the findings in the study will be presented descriptively. This research will use expert theory from Allan & Burridge where they are linguists who study euphemism theory. then this study also applies a sociolinguistic approach in which the expert theory is Wardaugh. from the sentence described previously will be used to analyze the types of euphemisms and the function of euphemisms in the tempo.co article. Then in this study, researchers also seek information about data analysis through interpretation based on facts and phenomena that occur in society. The data and research results are presented using words in a sentence to form several paragraphs.

3.2 Object of Research

In research, the object of research is an important part of a study to analyze data. The object of research used in this study will be to analyze euphemisms. The focus of this research is to find out the types of euphemisms and the functions of euphemisms that lie behind the meaning of the tempo.co article. The author uses the theory of euphemism with a sociolinguistic approach to analyze the types and functions of euphemisms in the article tempo.co. Therefore, the researcher uses tempo.co as the object of the research. The object of research is an important part of this research because the object of research is the basis for the data analyzed by the researcher so that it allows researchers to analyze the types and functions of euphemisms. Statements and expressions written in articles that contain euphemistic elements will have an impact on society. In a news writing, the author presents words and language which attracts people's attention and invites the audience to convey the news. Therefore, the use of words and language in writing the news will be the object of this research. the words and language expressed by the author that contain euphemisms in the Tempo.co article are appropriate to be the source of data in this study. The object of research is something that needs to be considered in a study to get scientific results. Researchers must be careful in determining the data used in this study. The object of the research is about the types and functions of euphemisms taken from the source of the Tempo.co article.

3.3 Method of Collecting Data

Creswell (2018), In the method of collecting data, researchers have a way to obtain information data that researchers do. In this study, researchers used non-participatory observation methods, because the researcher observed this study without participants. This option is used to explain phenomena belonging to groups and social structures. Researchers concentrate on the identified events to obtain data. There are several methods in collecting this research data as follows: First of all, reading news articles is the first step in collecting data. because it affects the research to get a deeper meaning, especially for the implied meaning. researchers need to concentrate on reading, and look at the overall meaning of words and language in the news several times. Then in the second stage, the writer highlights words and language and highlights news article texts that have euphemistic elements, then they are classified by the types and functions of euphemisms based on euphemism theory by (Allan & Burridge, 2020).

Then writing and taking notes is the next step. at this stage the researcher records words that have meaning euphemisms. This stage needs to be done so that the words in the text of the news article are not forgotten then also need to be considered when obtaining important data about quotes that contain euphemisms or taboo words in them so as not to missed when obtaining data. Then the next stage is to classify the data obtained previously from the text of the Tempo.co article which is in the form of words, phrases or sentences into the types and functions of euphemisms found in expert theory by (Allan & Burridge, 2020).

Then the researcher also needs to mention that at the last stage this is data reduction. Therefore, this study avoids the occurrence of deviations that are too

far in this study because in fact this research focused on events and phenomena that only contain the type and function of the euphemism itself. in other words there is some data that is not possible to analyze. Afterward the researcher only took data related to the types and functions of euphemisms in the data collected from the text of the Tempo.co news article.

3.4   Method of Analyzing Data

This research will use sociolinguistics identity method and analyzing the data, the researcher will use sociolinguistics approach connected to the meaning applied theory from Sudaryanto (2015) said that classification of data with theory the data the classification data the researcher can find types and function of euphemism.

This research implements the sociolinguistic identity method by linking the problems that exist in people's lives. Words or terms that are crowded in the community are the determining factor in the sociolinguistic approach method. The analysis with a sisolinguitic approach involves language and culture that exist in social life, namely society in general. seen from the aspect of how the development of the language used by the wider community. With this approach method, it is related to how the researcher equates the data with the theory that the researcher explains. in this study classify the data into a method of how researchers analyze the data. In the explanation of this research, the researcher classifies the data found and then applies it using a sociolinguistic approach. Overall the data is processed by classifying the types and functions of euphemisms that are widely circulated in the community. This method explains how researchers analyze data contained in the mass media, namely Tempo.co.

using this sociolinguistic approach is how researchers relate language problems that exist in the community. Classification usually refers to the relationship between the subject and the object of knowledge. In addition, data classification usually includes words, phrases, language, or text on the object of research (Creswell, 2014).

The researcher begins by selecting data that counts as euphemisms and has an essential focus on the issues at hand. Then the data is sorted, which means the researchers here sort the data according to the type and type and the data related to the euphemism phenomenon in the Tempo.co article. The researcher eliminates unnecessary data in order to avoid the subject being too far away. Entering data into the classification based on the types and functions of the euphemism theory proposed by (Allan & Burridge, 2020). Then the researcher discusses and examines the quote data and looks for the meaning implied in the delivery of news based on the euphemism theory. After analyzing the data, the researcher wrote down some of the conclusions in the study.

3.5   Method of Presenting the Research Result

The researcher presented the results of the research as the final step of the research. The researcher analyzed the data in the form of words, phrases, and sentences that have euphemistic elements into a paragraph. then displays the results of the analysis into a narrative for easy explanation in detail. After conducting the analysis, the next step is to present the results of the analysis. Sudaryanto (2015) mentions that there are two methods in presenting the results of the analysis, namely informal and formal presentations. in the analysis of this study, the researcher uses an informal method because it presents it using words,

meaning that the findings can be described in a paragraph which is then discussed by the researcher as a benchmark in presenting the analysis data of this study. In addition, the researcher also presented the results of the analysis which were discussed using informal methods for easy-to-understand presentation. Therefore, the results are presented using words that form paragraphs so that they are easily understood by the reader. (Sudaryanto, 2015)