

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 (Burrige, 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 Burrige, 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).