

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

Based on the research that has been analyzed, it can be concluded that, the researchers found several types and functions of euphemisms contained in the Tempo.co article. Euphemism is a linguistic phenomenon related to the refinement of language units, the use of euphemisms is very closely related to the context of the linguistic units used. based on the results of data analysis. it can be concluded that the types of euphemism found are in various forms, meanings, and functions. The use of various forms, meanings, and functions of euphemisms found in the Tempo.co articles shows that article writers tend to use euphemisms in writing articles in the context of political and social issues. This research also found several types of euphemisms in the form of analogy, distortion, and borrowing. Then the researcher analyzed the euphemism theory by Alan and Burridge. Euphemism is a smoothing expression instead of a harsh expression so that the expression becomes more polite. The euphemisms contained in the tempo.co article are used to avoid saying certain things unwanted and replaced by another expression. Based on the results The research shows that First, there are forms of euphemism in the tempo.co article, namely (a) figurative expressions, (b) metaphors, (c) personification, (d) circumlocution, (e) acronyms, (f) truncation, (g) abbreviations, (h) association, (i) litotes, (j) symbolic, (k) hyperbole, (l) jargon, (m) loan words, and (n) idiom expressions. Second, the function of the euphemism that appears is: as a means of smoothing speech, diplomacy, avoiding

taboos, as a tool to attract the attention of readers, expressions of courtesy, avoiding fear, avoiding embarrassment.

Based on the data analysis that has been carried out, the euphemisms found in the tempo.co article are in the form of words and phrases. The most dominant form of euphemism found is in the form of words because word forms are easier to innovate and can be replaced with words that have similarities and close meanings. While the formation of euphemisms found are reduplication, loan words, metaphors, implications, censuses, figurative expressions, and one word that replaces another word. However, the most dominant formation of euphemisms is found in one word that replaces another word because it is easier to find synonyms or equivalents that match the information the author wants to convey.

In the research of meaning, it can also be seen from the conceptual and associative meanings in the use of euphemisms used by the writer of the news article. The most dominant meaning used by the author of the article is connotative because it aims to save someone's negative face from evil and ugly thoughts and their use is adjusted to the information and events that the author of the article wants to convey. In order to strengthen that euphemisms have meanings that refer to refinement, the use of euphemistic forms also refers to the politeness of the author in choosing and using words and phrases in the tempo.co article. Furthermore, the euphemism functions found in tempo.co article are the protection function, the fraud function, and the provocation function. The function of euphemism is mostly found in the function of protection.

Based on the analysis of euphemism data, in articles tempo.co provides the types of euphemisms used throughout the news. From several articles that have been researched, it can be concluded that news writers at tempo.co still use euphemisms in news writing. The most data found by researchers in this article in tempo.co are analogy and abbreviation. The researcher found six data related to analogy, five data on abbreviation and three data on borrowing. In this study, the researcher saw that the writer news in on the article of tempo.co made an interesting article for the reader by inserting euphemism into the news article.

## **5.2 Suggestion**

The data obtained, the researcher does not claim that he has found all the euphemistic data used by the English version of tempo.co. However, this study aims to display the data obtained from tempo.co to serve as evidence that euphemistic language is still common until it develops as it is today. This of course needs to be considered in the choice of language that is conveyed to the wider community, one must be wise in the choice of words and expressions in delivering news. As a researcher, this research is still far from perfection. The author also hopes that this research can be one of the many studies that contribute to the benefits of knowledge, especially good language knowledge for writers. then for who will develop and conduct a broader research on euphemism. This knowledge is very important because it can have a good impact on society, especially in the delivery of language that is wise, polite and measurable from the achievement of the language itself. Future researchers should be able to look ahead to how euphemisms function well in society in order to create good relationships in social life. After analyzing the mass media in the English version

of tempo.co's euphemism study. The researcher wants to give advice, especially for researchers who want to discuss euphemistic language further. and hopefully this research can help further researchers and become an illustration for future researchers. Do not forget that the researcher also wants to suggest to the next researcher to understand first the problem of events or phenomena that occur in the community so that it becomes a reference for their future research. and understand theories from experts related to research to make it easier to analyze research. According to the researcher, conducting a research would be even better if it had many references such as books or previous research to make it more focused in doing a research. Then the researcher also hopes that further researchers in order to be able to carry out their research must take the time to do their research not in their spare time in order to get maximum results.