EUPHEMISTIC EXPRESSION IN THE INDEPENDENT NEWS: SEMANTICS APPROACH

THESIS

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FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
2020

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

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2020

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Is real work of myself and I realize that thesis has never been published in other media before, partially or entirely, in the name of mine or others.

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THESIS

Submitted in Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra (S1)

The Thesis has been approved to be examined on the date as indicated below

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ABSTRAK

Penelitian ini dibuat untuk meningkatkan kesadaran terhadap komunikasi yang dapat menyinggung orang lain. Komunikasi akan lebih baik bila diucapkan dengan cara yang lebih sopan. Istilah yang membahas tentang ini dapat diketahui sebagai eufemisme. Expresi eufemisme dapat ditemukan dalam bentuk lisan maupun tulisan. Penelitian ini menginvestigasi tipe eufemisme yang didukung oleh Warren (1992) teori dan fungsi eufemisme yang didukung oleh Burridge (2012). Metode yang dirancang dalam penelitian ini adalah metode deskriptif-kualitatif. Peneliti menggunakan salah satu berita online yang dinamakan The Independent News sebagai sumber data. Peneliti menggunakan metode observasi dengan teknik non-partisipatif dan teknik mencatat untuk mengumpulkan data. Setelah mengumpulkan data, peneliti menggunakan metode padan referensial sebagai metode untuk analisa data. Untuk mempresentasikan hasil, peneliti menggunakan metode informal. Dari penelitian ini, peneliti menemukan 30 data untuk tipe eufemisme dan 20 data untuk fungsi eufemisme. Berdasarkan hasil penelitian, data yang paling banyak ditemukan di tipe eufemisme adalah tipe overstatement. Sedangkan data yang paling banyak ditemukan di fungsi eufemisme adalah fungsi underhand dan fungsi cohesive.

Kata Kunci: Eufemisme; The Independent News; Tipe Eufemisme; Fungsi Eufemisme.

ABSTRACT

This research was created in order to increase awareness toward communication that can offend other people. Communication would be better uttered in a pleasant way. The term that discusses about this is known as euphemism. Euphemistic expression can be found in spoken or written communication. This research aimed to investigate types of euphemism supported by Warren (1992) and functions of euphemism supported by Burridge (2012). The research design in this research used descriptive qualitative method. The researcher used the data source based on written context in one of online newspapers named The Independent News. In collecting the data, The researcher used an observation method, non-participatory and note-taking techniques supported by Sudaryanto (2015). After collecting the data, the researcher analyzed the data by using padan referential method. Informal method was applied in presenting the result. In this research, the researcher found 30 data in types of euphemism and 20 data in functions of euphemism. Based on the result, it could be concluded that the most frequently data in types of euphemism were found in overstatement type. The most frequently data in functions of euphemism were found in the underhand euphemism and the cohesive euphemism.

Keyword: Euphemism; The Independent News; Types of euphemism; Functions of euphemism.

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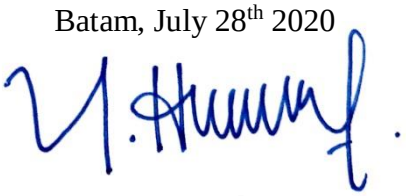

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CHAPTER I
INTRODUCTION

1.1 Background of the Research

Social life cannot be separated from interaction between people. Communication is an essential thing in human daily life because people are social beings who need to interact each other. Munjal (2017) stated that communication is the process of delivering the ideas and information to other people. The way in communicating can be realized through a language in spoken, written and body language. Therefore, in order to make the interaction is going well, people must be careful with the utterance that is being spoken. However, there are several words that are infeasible and unpleasant for use in such social interactions. In conclusion, communication between people need to be considered.

Sometimes when human interact with each other there are moments when human accidentally put out inappropriate words used in public and unconsciously those words might offend others. In linguistic study there is a term to refine words that are used to replace the unpleasant words. The study is called euphemism. Allan & Burridge (2006) stated that euphemism is a term used to utter a dis-preferred expression so that it can save or maintain the image of the speaker, the hearer or other people. Ham stated as cited in Rabab'ah & Al-Qarni (2012) the main purpose of using euphemism is to save the interlocutors from a possible offense that caused by unpleasant communication. On the whole, the application of euphemism in interaction between human is very helpful.

According to Huang as cited in Rabab'ah & Al-Qarni (2012) euphemism is the term to avoid a taboo word and express politeness. Allan & Burridge (2006) stated that the word taboo derived from the Tongan taboo which means to banned, not allowed, and can be appealed for any sort of prohibition. In this context, the term euphemism and taboo is associated to each other. It can be proven by changing the unpleasant word (*taboo*) into the pleasant word (*euphemism*). The changing word from taboo to euphemism is also one of ways to show people's politeness. From this point of view, this substitution of word will make people aware in expressing the courtesy in communication.

The phenomena that relate in taboo words which can be substituted to euphemism are generally about sex, death, illness, bodily functions and religious matters, disease and political case. Based on Beizaee & Mirza (2016) research, people particularly use euphemism to cover feared things. Those phenomena would be better if people express their sentence politely. General example that people can use in daily life can be found in oral communication. For instance, when the people want to ask about toilet such as '*'Excuse me, may I know where is the toilet*?'' this question would be sound polite if people substitute the sentence into '*'Excuse me, may I know where is the restroom*?''. Thereby, from one of euphemism examples before, it can be said that the words of euphemism make the better way in utter unpleasant word.

The use of euphemism can be found in human daily life both in spoken or written. In spoken, there are many examples of euphemism expression can be found in various platforms. For instances, movie, talk show, speech and daily

conversation. In written, the euphemism can be found in newspaper, article in the website, magazine, book, novel and etc. Beizaee & Mirza (2016) stated in spoken communication, people often use freer language in conveying the ideas, feelings, etc. Yet, it is different from written communication that usually uses more formal language to express ideas, thoughts and feelings. However, the euphemism used in spoken and written has the same purpose to make the hearer and reader feel pleasant and not embarrassed. From those points of view, the use of euphemism in human daily life is unavoidable.

One of the written contexts used as communication by people is news in various platforms. News becomes an essential thing in this world because people will know the world's situation and information through the news. Other than that, news media will gain some knowledge. At this time, the written platform in delivering the news can be found in newspapers or online newspapers. However, nowadays people mostly rely on technology to search for some news and information. There are many websites that provide some national and international news. Through these media, people can tell some information, exchange the opinion and even learning about something. To conclude, conveying the information, especially in the written text should have used a better language.

News and euphemism are closely related to each other. The writer who writes about some information in media platform must be careful in choosing the diction because the content in news mostly a formal text. The purpose in delivering the information through the news is to convey the information without offending any group or people. Hence, in making a good news the writer can use some appropriate

words which can be used by euphemism term. Thus, in a written news the use of euphemism is needed so that the news looks better to be read and understood by reader.

This study investigated euphemistic expression in one of online news named The Independent News. The Independent News is one of media platforms that shares various news and information around the world. This platform comes from United Kingdom and has a newspapers and an online newspapers. However, since 2016 The Independent News decided to close the print verse and change over to an online newspaper. Based on Wikipedia, Independent News was found in 17 October 1986. There are many information that we can read and conduct the research about. The reason that the researcher chose The Independent News as data source because the researcher wanted to know different way in expressing the euphemism in this written communication.

In the data source that researcher has picked, the researcher found the data that contained of euphemism word. The data was found in one of articles in The Independent News. The example was ‘’comfort woman’’ which means a woman who provided a sexual services to Japanese Army during World War II. The word comfort woman comes from Japanese word 慰安婦 ianfu (*sexual slavery*). As could be seen that in the phrase *sexual slavery* seemed less polite in expressing someone’s identity. The journalist used comfort woman instead of sexual slavery in order to refine unappropriated word and to conceal the reference of sex word.

There were some researchers who have discovered a research about this topic. The researcher found the first study about euphemism used in Saudi Arabic and

British English which was written by Rabab'ah & Al-Qarni (2012). This previous study discussed about the strategies of euphemism used in these two different languages, Saudi Arabic and British English wherein to improve awareness of euphemism used to language's learners. The authors found the data through participants' contribution in both countries. Questionnaire become the method in collecting data from participants and it had two version of questionnaires. The most data found in this research were about death, lying and bodily functions.

The researcher took another international journal as the second previous research. This research entitled ''Euphemistic Axpression: A challenge to L2 learners was written by Batool, Khan, & Mangla (2018)''. This research aimed to explain the reason of using euphemism in a language and identified the factors for making euphemism deluding for L2 learners. The study used a qualitative method. The data were collected by using bachelor students of English comprehension and communicaton skill in Lahore University.

The researcher had aim in this research to being aware of euphemistic terms in human life so that they can communicate with each other comfortably and understand the meaning of euphemism expression itself. Especially, this study will improve people's awareness about this topic through the written text. There were some reasons that the researcher chose euphemistic as the topic in this study. Firstly, euphemism is not really common to be discussed in the social phenomenon and the researcher wanted the reader to be familiar with this topic. Secondly, the researcher also wanted to find out the types and functions of euphemism expression in written text through online news. Thirdly, to make the reader acknowledge more about the

use of subtle and polite language. Last, the researcher thought that euphemism is an interesting topic to be analyzed because learning about euphemism will avoid misunderstanding in communication and the interaction will be going well.

1.2 Identification of the Problem

A research existed because there were several problems that must be resolved. Problem of the research is like the foundation of a building to be constructed. In this study, the researcher had found some problems that could be identified regarding euphemism study;

1. The types and meaning of euphemism found in The Independent News.
2. The functions of euphemism found in The Independent News.
3. The styles of language that used by journalists in The Independent News.
4. The impact by using euphemism for the readers through The Independent News.
5. The forms of euphemism used in The Independent News.

1.3. Limitation of the Problem

This research has found several problems that can be investigated in expressing the euphemism in The Independent News. Based on identification of the problems, the researcher limited the problems;

1. The types and meaning of euphemism expression in The Independent News.
2. The functions of using euphemism in The Independent News.

1.4 Formulation of the Problem

From the limitation of the problems above, The researcher formulated the focus of problems regarding following research question;

1. What are the types and meaning of euphemism in The Independent News?
2. What are the functions of euphemism in The Independent News?

1.5. Objectives of the Research

After formulated the problems, there are some objectives why the researcher did the analysis. It could be seen below;

1. To analyze the types and meaning of euphemism expression in The Independent News.
2. To describe the functions of euphemism expression in The Independent News.

1.6. Significance of the Research

1.6.1. Theoretically

Theoretically, this research had the purpose to find out euphemism expression in The Independent News. The other purpose was expected to give a benefit and more information about euphemism that usually uses in daily life to the readers. This research also expected to make a contribution for our knowledge in understanding the substitution of unpleasant word into the pleasant one in order to make the communication sounds better. It will be the comparison for the future research.

1.6.2. Practically

Practically, this research is looked forward to make the practical contribution and to be useful for various things. First, this research improved the students' knowledge about understanding the meaning of euphemism that have been found in The Independent News. Second, this research was expected to give more practical contribution for the researcher in describing and analyzing the phenomenon of euphemism in communication that occurs in The Independent News. Last, this research is expected to make a modification in communication by using euphemism words and maintain a good relationship to other people.

1.7. Definition of Key Terms

Euphemism: Allan & Burridge (2006) stated that euphemism is a term used to utter a dis-preferred expression so that it can save or maintain the image of the speaker, the hearer or other people.

Taboo Word: Allan & Burridge (2006) stated that the word taboo derives from the Tongan taboo which means to banned, not allowed, and can be appealed for any sort of prohibition. Taboo words may make people who hear this feels offended or embarrassed.

Online News: Online news is the electronic version of paper newspaper which can be used by using a network and media such as computer, laptop, handphone, etc

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CHAPTER II
REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1. Semantics

Interaction between people in social life is one of the most things to do. In order to make a good interaction, people usually use language as the media to deliver their minds and opinion. A good interaction happens if both people understand the meaning of those words to make a feedback in their communication. Riemer (2010) said that meaning is a very vague term that refers to various different relations between the world, language, and speaker. It can be said that the interaction between people through the language needs to be understood by the meaning of those words.

The human capacity to think logically and to understand something is related to meaning. In science, there is a study about meaning known as semantics. Semantics is one of the parts in linguistic study in which meaning is considered as the heart of language. According to Bagha (2011) meaning stands in people's thought and people can show what is in their thought through the oral and written forms of language (as well as through gestures, action, etc.). Therefore, communication without understanding the meaning will be useless.

In the context of meaning, there are literal meanings and non-literal meanings. Gibbs & Colston (2006) said that literal meaning is primary and the product of default language where the language is understood by the original words itself.

Whilst non-literal meaning or it can be said as the opposite from literal meaning is the secondary product which needs some extra analysis and takes more time in understanding the meaning. Non-literal meaning also can conceal the actual meaning behind the words. As an example the phrase *kick the bucket* has nonliteral meaning, it cannot be interpreted word by word because this phrase is figurative language which means *to die*.

The essential thing in meaning is the transmission that can be understood by others. Delivering the meaning through the words can be done in pleasant way. People are more appreciate by the things that make them comfortable, especially in communication. In a semantics study, there is a term that people usually use for an appropriate word to deliver meaning. The term is called euphemism. Based on Murphy & Koskela (2010) in semantics, euphemism is described as another way of describing something which makes it more pleasant and appropriate than it really is.

2.1.1 Euphemism

The euphemism used is closely related to semantics study. Arifin (2017) stated that euphemism is a change of meaning. It means that euphemism is known as the substitution of inappropriate or taboo words which also has a change in the meaning. However, there are some euphemism words that substitute from inappropriate or taboo words without meaning change. It could be seen from the example about death, the sentence *he is gone* is the substituted from *he has died* but these phrases still have the same meaning about death.

Euphemism is a social communication phenomenon that is used to say the taboo or inappropriate words politely. Aldriani (2019) stated that this euphemism term is a polite expression to replace impolite expression which might be assumed as the offensive word. McArthur stated as cited in Rabab'ah & Al-Qarni (2012) which is said that in etymologically, the English word euphemism takes place from Greek, *euphemismos* with the additional prefix *eu* meaning *good* and the middle word *phemi* which means *speaking*. Therefore, the whole word means speaking in a better way. In conclusion, people can use another way in communication to utter the taboo words by using a euphemism.

There are some fragments of the definition of euphemism that supported by some experts. Based on Longman's statement as cited in Almoayidi (2018) in Dictionary of Contemporary English, euphemism is defined as the way people say polite word and expression which aims to avoid shocking and upsetting someone. Another explanation about this term according to Batool, Khan, & Mangla (2018) euphemism is an expression that covers crudity and harshness of experience with less offensive words. These comprehensions about euphemism term can be acknowledged as the use of subtle words in order to avoid the utterances which considered taboo or impolite words that might offend other's feelings.

One of the functions that people use euphemism is to protect both the speaker and the interlocutor's image. In Rabab'ah & Al-Qarni (2012) research, it also mentioned the concept of *face* as suggested by Goffman (1967) and was explained by Brown and Levinson (1987) the politeness itself shows face-risk-minimization and plays a motivating role in euphemism process. Hence, the concept of using

euphemism is very close to shield the image of the person. To make the conclusion, avoiding the taboo and inappropriate words by using euphemism will not make the hearer felt embarrassed.

The use of euphemism also shows different perspectives besides taking care of people's faces. Enright stated as cited in Almoayidi (2018), it is said that the application of euphemism can indicate a sense of language and also can lead the confusion to the hearer and reader. This statement means that people can show their minds in communication through various words of language because euphemism has an aesthetic terms to show those words with figurative language, but it occasionally also can make people confused because of the meaning of those words.

In the previous discussion above, it is proven that this phenomenon is closely related to the society. Samoskaite argued as cited in Batool et al. (2018) that the point of using euphemism in communication is to maintain a pleasurable relationship with society. Halliday & Hasan (1985) as cited in Almoayidi (2018) said that in the use of euphemism, it is literally important to consider the social context because with this thought will enable people to interact accordingly. As shown in this paragraph, the euphemism used in social life is inevitable in order to make a great relationship with others.

The portrayed euphemism can be referred to as some different field of unpleasant words. It can be taken from phenomena such as death, sexuality, bodily functions, religiousness, illness, disease, political issue and etc. These sensitive topics need a substitute word to express politeness. One of those phenomena is about death, Anderson and Stageberg (1966) stated as cited in Gomaa & Shi (2012)

who had an opinion about euphemism in death context may give less pain for both the speaker and the hearer. The term of death can be applied in euphemism expressions such as *he is gone.* This sentence is word refinement for he is dead.

2.1.2 Types of Euphemism

There are some theories about euphemism. In this research, the researcher decided to choose Warren's strategies in categorizing the type of euphemism words. Warren (1992) has divided the innovation model of euphemism into two categories. They are semantic innovation and formal innovation. In formal innovation divided again into word-formation, phonemic modification, and loan words.

1. Formal innovation

a. Word-formation

There are some word formations supported by Warren's theory. First, compounding. Compounding is the collaboration between two words or more to create a single form, so it forms became a pleasant word when it is heard by others. It can be seen in an example such as *sex-business* and *foreplay*. Second is a derivation. The derivation in euphemism is found in a borrowing word from other language and has additional words such as suffix or prefix from that borrowing word. Yule (2010) stated that derivation is the process of word-formation which is accomplished by a large number of affixes. The example of this phenomenon is *celibacy* which came from the word celibates and it has a meaning life without sex.

The third kind of word formation is an acronym. The acronym in this term is the combination from the first letter words and shortened to become one word.

Editor-in-chief (2018)'s research stated that the term acronym is the initial letters group of words which will combine into one word. The acronym can be found in various fields such as medical terms, euphemism terms and etc. The euphemism in this acronym can be seen in the example of *AIDS (Acquired Immuno Deficiency Syndrome).*

The last word formation is onomatopoeia. Onomatopoeia related to the sound term, in euphemism onomatopoeia denotes the pleasant sound of a word. For instance like the sound *this and that* that resembles the sound *piss* for urination. According to Rosental (1976) as cited in Riabova & Kobenko (2015) onomatopoeia or sound imitations is a word of speech that creates a sound of nature or animals. As an example *knock-knock, meow, woof-woof.* Besides that onomatopoeia also creates verbs for imitating the sound such as *to bark.*

b. Phonemic modification

Phonemic modification is divided into some categories. The first is back slang. This is a kind of slang that is used from the taboo word or phrase whereby those words are taken from the back phonemic and become into the front word. The example of this euphemism can be seen in a word *epar* for the taboo word *rape*. Second, rhyming slang. Rhyming slang is phonetically rhymed of euphemism with their dis-preferred counterparts such as *hit and miss* from the taboo word *kiss or piss.*

Third, phonemic replacement. This term is about the replacement of taboo words became unrelated word semantically from the previous one and it forms as a euphemism, for example, such as words *sugar* and *shoot* for the word *shit*. The

fourth kind of phonemic modification is an abbreviation. The abbreviation is the reduction or shortening the phrase and becoming one word. The example of abbreviation is SOB (*son of the bitch*) or knickerbockers became knickers.

c. Loan words

In English language, there are many words that are borrowed from the other languages. The term euphemism also found loan words in order to avoid the taboo word from the original version. The foreign languages that are used as borrowing words such as French, Spanish, Latin. For instance, in the euphemism *mot* is borrowed from French which has a meaning a female genital organ.

1. Semantic innovation

a. Particularization

The term of particularization needs a context to understand the words or phrases because the original word is changed into the other word which can be understood contextually. For an example of this term is word *satisfaction* which particularized from the taboo word *orgasm*. In this example, the word satisfaction is understood based on the sexual activity context.

b. Metonymy

Metonymy in semantic innovation has a special attraction in understanding the meaning of the word. It used the term of figurative language to express the meaning behind the word. Metonymy usually uses another word that might refer to the taboo word and to avoid uttering the inappropriate or taboo words. There is a taboo term that used a euphemism to make those words sound better. The example

is in the conversation, ‘’it’’ can refer to male/female genital organs. In this example, it used the pronoun referent in order to refer the bodily functions.

c. Metaphor

Metaphor is a part of figurative language where can be found in various term both in the linguistic study and literary term. Forceville said as cited by Roldán-riejos & Cuadrado (2015) metaphor is a media that manage verbal and non-verbal communication. Neaman and Silver stated as cited in Rabab’ah & Al-Qarni (2012) metaphor in euphemism defines as the concept creation of metaphorical transfer in the taboo framework through the comparison. The example of metaphor term in euphemism is the word *red* for *menstruation.*

d. Reversal

Reversal is also known as irony. According to Ham as cited in Rabab’ah & Al-Qarni, (2012) research, reversal term uses antonym to say the opposite from the word itself. Such as word blessed for damned. It can be seen from the example that these two words are contradictory in terms of meaning, but in euphemism to express the taboo word *damned,* it can be changed to the pleasant word which the opposite way, such as blessed.

e. Understatement

Understatement or litotes can be defined as the use of the taboo term into euphemism as less than the taboo word itself. In an understatement example, it can be seen in *sleep* for *die*. The word die can be uttered more pleasant and changed to the word sleep. Even though not all people will understand this euphemism, but it would be better to say sleep than die. Another example of this type is the word *deed*

for *act for murder or rape.* This word is to express some inappropriate action and make a simple way to say this action by using euphemism *deed.*

f. Overstatement

The type of overstatement is the opposite of the term understatement. As can be seen from the meaning of the word itself, over means exaggerate. There is also a figurative language that described overstatement, it is hyperbole. Ham stated as cited in Rabab'ah & Al-Qarni (2012) about overstatement as exaggerate language to express the emotional effect in which taboo is distorted by making it bigger and better than it really is. For instance, the phrase *flight to glory* is the overstatement euphemism for the word *died.*

g. Implication

According to Warren (1992) theory, this type is about the contextual and conventional referent that sometimes in the unpleasant word is implied by the speaker and there are several steps that needed to regain the exact meaning of this expression. This type also causes a more or less probable antecedent-consequent relationship between them. There are X (old referent) and Y (new referent). For instances, *hang up* stands for *end the conversation*, *sleep with somebody* stands for *having sexual intercourse with somebody*.

2.1.3 Functions of Euphemism

There are functions of euphemism that was proposed by Burridge (2012). Kate Burridge stated that there are six functions;

1. The protective euphemism (*to shield and to avoid offense*)

The first function is called the protective euphemism which has functions to shield and avoid the offense. In the use of euphemism, this function is used when people are faced with the elaborate problems of how to talk to others in different contexts because there is a reason to not talk about those inappropriate words. This function is normally found in the society between individuals who want to maintain the behavior in using a taboo, an inappropriate and an unpleasant word.

2. The underhand euphemism (*to mystify and to misrepresent*)

The second function is the underhand euphemism. This function is to mystify and misrepresent. The word taboo is still weird and not accepted to be heard by some people. Furthermore, the term euphemism also might be dishonest to the hearer because of the given context. The euphemism is more acceptable rather than the direct term itself. Therefore, this function is used not to cover the offense but rather to disguise a topic and to deceive the addressee. For instance, *candy stick* is a euphemism example from the word marijuana *cigarettes laced with powdered cocaine* which has a function as the underhand euphemism.

3. The uplifting euphemism (*to talk up and to inflate*)

The third function is called the uplifting euphemism. This function is to talk up and to inflate. The euphemism used to inflate the phrase which presumably has favorable connotations wherein the usage of euphemism confers a certain dignity

for the speaker. It means that to preserve the dignity of a speaker and listener, this euphemism is used in favorable language. For instance, there is a phrase *indecent exposure of the person* where the word *person* is a euphemism from bodily function *penis* which has a function as an uplifting euphemism.

4. The provocative euphemism (*to reveal and to inspire*)

The fourth function is provocative euphemism which is to reveal and to inspire. The meaning to reveal is showing euphemism publically about the taboo topic but in a pleasant way. Other than that, the meaning to inspire is let out about negative topics in social life. This function has aimed not to conceal unpleasant words in reality, but to remove negative stigma in a social environment.

5. The cohesive euphemism (*to show the solidarity, to help define the gang*)

The fifth function based on Burridge is the cohesive euphemism. This function is to show the solidarity and to help define the gang. In a social context, people largely often communicate with each other by exposing the taboo words because it sounds friendlier in their community. However, saying the taboo word in order to show the solidarity, people also can use euphemism words instead to show the solidarity in their environment. For instance, in the medical stuff such as explaining about dying, disease, death in daily conversation, the use of euphemism makes it easier to show the solidarity.

6. The ludic euphemism (*to have fun and to entertain*)

The last function is ludic euphemism and has functions to have fun and to entertain. It means that the function in using euphemism mostly to amuse. It manipulates the language with ordinary sounds and letters, words and phrases, and

uses it as an expression of speaker instructions. For instance, in the 18th century, there is an expression called *the miraculous pitcher* for *vagina* which has the function to have fun.

2.2 Previous Research

To reinforce the research, the researcher applied some previous researches that had related topic to this research. The researcher used Journal of Pragmatics as the first previous research entitled ‘*’Euphemism in Saudi Arabic and British English’’* which was written by Rabab’ah & Al-Qarni, (2012). This study discussed the strategies of euphemism used in two different languages, Saudi Arabic and British English wherein to improve awareness of euphemism used to language learners. The authors found the data through participants’ contributions in both countries. The questionnaire became the tool in collecting data from participants and it had two versions of questionnaires. The most data found in this research were about death, lying, and bodily functions.

The researcher had found similarity and differences that figures in the first previous research above. The similarity between the present and previous study was both of the researches used a qualitative method. Meanwhile the differences; first the previous research used different data source with the present research. The previous research used participant contribution meanwhile the present research used online news as the data source. Second, both of the present and previous research had the different methods in collecting the data. The present research used

a non-participant observation through reading online news in The Independent news, whereas Rabab'ah & Qarni used a questionnaire to the participants.

The researcher took another journal from International Journal on Studies in English Language and Literature (IJSELL) entitled *''Euphemistic Expressions: A Challenge to L2 Learners''* as the second previous research. This research was written by Batool et al. (2018). This research aimed to explain the reason for using euphemism in a language and identified the factors for making euphemism deluding for L2 learners. The study used a qualitative method. The data were collected by using bachelor students of English comprehension and communication skill at Lahore University. In this research, the authors used three kinds of instruments, they were a test, group discussion, and observation. After the data were collected, the authors in this research did data analysis with calculated the data through software which is called SPPS. The most frequent data found about death, anger, urination, getting fired from the job, and pregnancy.

In the second previous research, the researcher discovered a similarity and differences between this previous with the researcher's study. The similarity occurred in the method used. The previous research and researcher's study used a qualitative method in their research. Besides that, there were some differences found between these two research. First, previous research used different source data. Second, between these two types of research used different methods of collecting data. In the previous research, the researchers also used the same tools as the first previous, it used questionnaire. Meanwhile, the researcher's study used

a non-participant observation method through the article in online news as the method of collecting data.

The third research was from International Academic Journal of Humanities entitled *''A Semantic Study of English Euphemistic Expressions and Their Persian Translations in Jane Austen's Novel "Emma"* and was written by Beizaee & Mirza (2016). This study had a purpose to see Warren theory is applied in the process of translation SL and TL. The data were found by the authors through each chapter in Emma novel by Jane Austen and focused on sexual euphemism. Data analysis was done by applying Warren's theory of semantic innovation with the data that had been found. Semantic innovation includes metaphors, metonyms, reversals, understatements, and overstatement.

From the third previous research, the researcher has found some similarities and differences between the third previous research and the researcher's study. In similarity, firstly these two types of research used the same method, it was a qualitative method. Second, in the data analysis procedure these researches had same way to analyze. That was applying the same theory by Warren to the data that have been found. The researcher also found the difference between these two types of research. It used different source data. In the third previous research, the researchers used the novel as a source data whereas in this research used online news as a data source.

The researcher used Indonesian Journal of Applied Linguistics in DOAJ as the fourth previous research. This research entitled *''An intercultural study of euphemistic strategies used in Saudi Arabic and American English''* and was

written by Al-Khasawneh (2018 *Arabic and American English*). This research found the most euphemism strategies used both in Saudi and American are about lying, death, and bodily functions. In Al-Khasawneh's research, it used simple random sampling as the technique. The data were collected by using a questionnaire which was adopted from Rabab'ah & Al-Qarni (2012). The questionnaire itself was divided into two parts. One part was given in Saudi for Saudi Arabia participants and the other part was given in English for American participants.

In the fourth previous research and the researcher's study have similarities and differences. These two types of research had a different method of collecting data. Al-Khasawneh's research gave a questionnaire in both two countries' participants and collected the data based on two versions. Meanwhile, the researcher's study used an observation through online news and then collected the data from this observation. Another difference happens in the source of data. This research used online news as a data source whereas Al-Khasawneh's research used participants in Saudi Arabic and American as a data source. Besides the difference, there is also similarity. The similarity between these researches occurred in data analysis, both these types of research analyzed the data by applying the theory to their analysis.

In the fifth previous research was taken from RETORIKA: Jurnal Bahasa, Sastra, dan Pengajarannya in Sinta journal. The title of this research is *''Eufemisme dan Disfemisme dalam novel korupsi karya Pramoedya Ananta Toer''* and was written by Saputri, Ramadhan, & Asri, (2019). This research had a purpose to explain the form and the function of the use of euphemism and dysphemism in the

novel corruption. The researchers used descriptive method and use note-reading technique in data collection. Meanwhile, in data analysis, the researchers used agih and equivalent methods. In this research, the results are from the classification of euphemism and dysphemism which are classified into words, phrases, and sentences.

In this previous research, there were many differences with the current research. The first difference, the current research only used euphemism as the main topic while in the previous research used both euphemism and dysphemism as the topic of the study. The second was the technique of collecting data. In previous research used a note-reading technique while the current research used observation as the method and non-participary as the technique. The third difference was in data analysis. The previous research used agih and equivalent methods while in this research used padan referential method. Besides the difference, these two studies also have one similarity which used descriptive method.

The sixth previous research is from E-Journal of English Language and Literature with the title *''Euphemism found in celebrity news published in people.com website''* and was written by Novianti, Syarif, & Marlina (2018). This study had the aim to describe forms and functions that found in the data source. In this researcher used descriptive qualitative method which the data contain words, phrases and sentence found in the data source. It was written in the result that there were four forms and functions in this research. The most form of euphemism in this result was metaphorical transfer, and the function was avoiding taboo.

This previous research had some similarities with the current research. First, both of these research used qualitative descriptive method. Second similarity, both of these researchers used the same data source but on different websites. The previous research used celebrity news in people.com meanwhile the current research used The Independent News. The difference between these two research also occurred. In previous research used Allan's theory in the types of euphemism meanwhile in the current research used Warren's theory.

The last previous research was found in Journal of Sustainable Development entitled *''Politically Correct Euphemisms in Mass Media (Based on American and Turkish Online Periodicals of the Beginning of the 21st Century)''* and was written by Shemshurenko & Shafigullina (2015). This research had a little different discussion from the other previous research which has been explained above. The aim of this research in order to classify euphemism in a political framework. This study used America and Turkey mass media online as a data source. The researchers of this study collected the data by using an observation through mass media in America and Turkey, then the researchers selected the data to be analyzed.

The similarity and difference occurred in these two research. The similarity between these researches was located in the method of collecting data. Shemshurenko & Shafigullina (2015) research used observation first to identify the euphemism data. The research in this study also used an observation to find out the data. Besides that, the similarity also located in data source. Both of these researches used the same data source. There was a difference. The difference occurred in data analysis. Shemshurenko & Shafigullina (2015) research used a

comparative analysis method whereas, in this study, the researcher used a descriptive analysis method.

From the previous researches, the researcher made a conclusion that there were some similarities and differences between these seven previous research and the current research. Most of the previous researches had similarity with the current research by using a qualitative descriptive method. However, there was one research that used different method by using qualitative comparison method. Meanwhile the difference also occurred between the previous researches and the current research. Most of the previous researches used different data source than the current research. There was only one research that used same data source as the current research. In summary, the similarities and differences between these researches made the use of euphemism can be found in several data sources, methods and theories.

2.3 Theoretical Framework

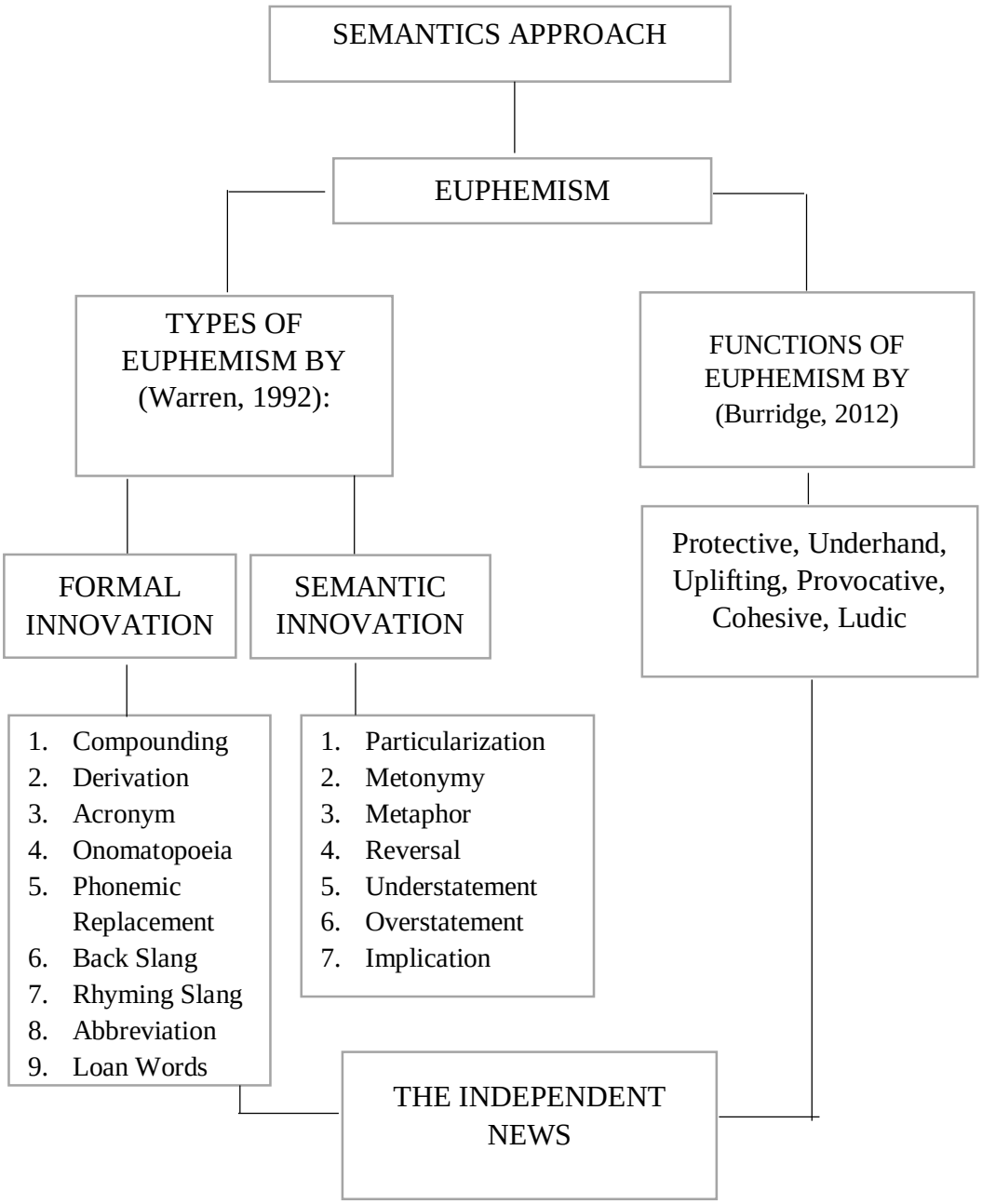

Figure 2.1 Theoretical Framework

It could be seen from the theoretical framework above, the researcher used semantics as an approach and euphemism as the object of the research. The researcher analyzed the data through the types of euphemism by Warren (1992) and the functions of euphemism by Burridge (2012). In types of euphemism, there are formal innovation and semantic innovation. Whilst in functions of euphemism, there are Protective, Underhand, Uplifting, Provocative, Cohesive and Ludic.

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CHAPTER III
RESEARCH METHOD

Based on Khotari (2004) theory about research methodology, the definition of research methodology is a strategy to solve the research problem which is researched by the researcher systematically. This study occurred in various contents such as research design, research object, population and sample, method of collecting data, method of analyzing data, and method of presenting the result.

3.1. Research Design

The procedures that explain the research process in research method such as analysis, data collection and interpretation is called as research design Creswell (2014). Research design is about the method that the researcher uses in doing the research. There are many experts have their own idea in using the method of the research. One of the experts that supported this theory is Creswell (2014). In Creswell theory, it is explained that there are three approaches, there are qualitative, quantitative and mixed method.

Qualitative method is a method that describes the meaning of individuals or group which related to the human problem. Qualitative method is explained by using the word, phrase, and sentence. Meanwhile, the quantitative method is a method used in testing the objective theory by investigating the relationship among variables. This method is explained by using a number. The last method is a mixed method which is the collaboration between qualitative and quantitative methods that involves two forms of data and using distinct design.

In this study, the researcher used a qualitative descriptive method. The reason that researcher used a qualitative descriptive method because the researcher described and analyzed the data based on the form of words, phrases, and sentences that were presented naturally. The data were explained and described the types of euphemism, meaning of euphemism and functions of euphemism in The Independent News.

3.2. Object of the Research

The object of the research is one of the important parts in the research. The object of the research that the researcher used in this study was euphemism. Euphemism is another way to say taboo or inappropriate words politely. In order to strengthen the object, the researcher used some theories by the experts. The object of the research was used to find the data of the research in data source. The data source that was used by the researcher to observe the euphemism expression was one of online news named The Independent News.

3.3. Method of Collecting Data

The progress that the researcher used in collecting data was using an observation method. The researcher observed the data source in order to find euphemistic expression. Other than that, the researcher used techniques that supported by Sudaryanto (2015) in collecting the data. The techniques were non-participatory and note-taking technique. The researcher used the non-participatory technique because the researcher observed the data source without being involve in

online news contribution. Furthermore, the researcher also used note-taking technique in order to collect euphemistic expression by taking note.

In collecting the data, the researcher did some steps. First, the researcher found and read some articles in The Independent News. Second, the researcher observed the articles and tried to find euphemism expressions in the online news. After finding the euphemism expression, the researcher took the note and wrote those expressions to make a list and classify the data. Last, the researcher would copy the articles as an attachment and data evidence.

3.4. Method of Analyzing Data

Analysis data would be conducted to answer the formulation of the problems in the research study. The data were collected by the method of collecting data observation and carried out continuously. In this research, the researcher used referential identity in padan method in analyzing the data. Sudaryanto (2015) stated that referential identity method is a method that used by researcher where the determining tool is something that appointed and referred by the referent language.

In referential identity method, the data might refer to the word class such as noun and verb. Besides that, the data in this research was based on words, phrases, and sentences that contain the use of euphemism in accordance with the theory. It would be analyzed based on the data that referred to those classes by classifying and interpreting the data. In this analyzing data, the researcher also used the technique that supported by Sudaryanto (2015). The technique was dividing key

factors whereas the researcher divided the data from referent into several elements named as referential competence in dividing.

The steps that researcher used in analyzing the data based on these followings;

1. Firstly, after the data were found, the researcher tried to answer the first research problem through arranged and classified the data based on types of euphemism. The researcher applied types of euphemism by Warren (1992) theory to analyze the data.
2. Secondly, the researcher described the types and found out the meaning behind the euphemism by searching in a dictionary of euphemism by Rawson (1981) and an online dictionary.
3. Thirdly, in order to answer the second research problem, the researcher also described the functions of euphemism which supported by Burridge (2012) based on the data that have been found before.
4. Lastly, the researcher made a discussion about the finding data based on types and functions of euphemism theories.

3.5. Method of Presenting the Result

After the data have been analyzed, the researcher presented the data based on the theory. According to Sudaryanto (2015) there are two types of presenting the result data. There are formal and informal method. In formal method, the researcher used diagram, table and number to express the result of data. Meanwhile in informal method the researcher described the result of the data by using words, phrases, and sentences. In this study, the researcher applied informal method in presenting the

result because the data analysis were presented based on descriptive qualitative method. Hence, the result was presented by using words, phrases and sentences.

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