

**AN ANALYSIS OF EUPHEMISM USED IN  
ONLINE CNN INDONESIA NEWS**

**THESIS**



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## ABSTRACT

**Syahrani, Falizca. 2022. An Analysis of Euphemism Used in Online CNN Indonesia News. Thesis. Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.**

This research described an analysis of euphemism used in online CNN Indonesia news. This study aimed to find out the forms of euphemism. This research used a theory by Werren (1992) about forms of euphemism. This study was descriptive qualitative research. The data were taken from 20 random articles of CNN Indonesia in 2021. The result showed that from 69 data collected there were 12 forms, namely: compounding, derivation, acronym, slang, abbreviation, loan word, particularization, implication, metaphor, metonymy, litotes, hyperbola. By the finding, it can be concluded that the forms of euphemism used in online CNN Indonesia news dominantly is loan word (24,63%). There were four forms not found in CNN Indonesia, which blending, onomatopoeia, phonemic replacement, and irony. On the other hand, the most dominant function of euphemism that used by the speaker is the protective euphemism (56,52%). The result of the study revealed that the dominant formation devices is loan word and the function of euphemism is the protective euphemism.

**Key words:** *Forms of euphemism, Functions of euphemism, CNN Indonesia news*

## ABSTRAK

**Syahrani, Falizca. 2022. An Analysis of Euphemism Used in Online CNN Indonesia News. Thesis. Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.**

Penelitian ini menjelaskan tentang analisis eufemisme yang digunakan dalam berita online CNN Indonesia. Penelitian ini bertujuan untuk mengetahui bentuk-bentuk eufemisme. Penelitian ini menggunakan teori Werren (1992) tentang bentuk-bentuk eufemisme. Penelitian ini merupakan penelitian deskriptif kualitatif. Data diambil dari 20 artikel CNN Indonesia secara acak pada tahun 2021. Hasil penelitian menunjukkan bahwa dari 69 data yang terkumpul terdapat 12 bentuk, yaitu: compounding, derivation, akronim, slang, singkatan, kata serapan, partikularisasi, implikasi, metafora, metonimi, litotes, hiperbola. Dari temuan tersebut dapat disimpulkan bahwa bentuk eufemisme yang digunakan dalam berita online CNN Indonesia dominan adalah kata serapan (24,63%). Ada empat bentuk yang tidak ditemukan di CNN Indonesia, yaitu blending, onomatopeia, fonemic replacement, dan ironi. Sedangkan fungsi eufemisme yang ditemukan adalah eufemisme protektif (56,52%). Hasil penelitian mengungkapkan bahwa alat pembentuk yang dominan adalah kata serapan dan fungsi eufemisme adalah eufemisme pelindung.

**Key words:** *Bentuk Eufemisme, Fungsi Eufemisme, CNN Indonesia news*

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Padang, January 2022

The researcher

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# CHAPTER I

## INTRODUCTION

### **A. Background of the Research Problem**

In communication, to maintain social relations and better exchange of ideas, people must use some kind of language, which can make less or less agreeable ideas acceptable or even desirable. Therefore, people always try to avoid using words and expressions that are unpleasant, inappropriate, or embarrassing to them or to whom they are speaking that might disrupt the flow of the conversation. In linguistics, this type of language is defined as a "euphemism" and varies in various forms, and is used for various reasons. The need for euphemism is both social and emotional, as it allows discussion of taboo subjects (such as sex, personal appearances, or religion) and acts as a pressure valve whilst maintaining the appearance of civility (Linfoot-Ham, 2005).

People use euphemisms to replace original signifiers that may be perceived as offensive or unpleasant. Fear, shame, and disgust are the three main factors that motivate the use of euphemisms. People who communicate use euphemisms in their utterances, both orally and in writing, to be polite, which tends to cover up factors that are considered sensitive or offensive. Thus, the intention can be conveyed, and the person who receives it feels happy because of the choice of words used.

Euphemism is endemic in our society; the glorification of the common place and the elevation of the trivial (Wardaugh, 1986:231). Euphemism exists in



all areas of daily life. Not only found between people in communication but, usually find in mass media such as newspaper, magazine, Television, and radio. Especially, Newspapers are indirectly useful in language development facilities. Because newspapers have the strength that lies in the ability to use language skillfully in writing delivery of information, entertainment, or opinions. In the delivery of newspaper information in addition to using standard language, usually, also use special terms or certain words to replace words or expressions that are considered rude. The language used to replace other terms so that it sounds smooth is called a euphemism.

The use of euphemisms in the mass media or newspapers really helps the reader to reduce the perception or impression of being rude and mandatory for censorship. The use of language refinement, language taboos, or mandatory censorship is carried out by newspapers by government regulations regarding the press law. This is also done because at this time information can be easily spread anywhere and by anyone, including minors. This is one of the factors why language boundaries are needed in conveying information.

Euphemism constitutes one of the linguistic manifestations of such avoidance. Euphemism is a way of expressing that which seeks to change the perception even though the meaning does not change (Demirci, 2008: 22). In social communication, euphemism is important to create harmonious interaction. This study uses euphemism is to make the meaning of words or statements more polite. Because people have different opinions and perceptions about the use of language meaning. Perception change can be achieved by reducing the effect of

the original expression by indirectly expressing its true meaning with euphemism. To be polite, people tend to cover up factors that are considered sensitive or offensive. People who communicate use euphemisms in their utterances, both orally and in writing, to mask or soften the unpleasant connotations and denotations of some words or expressions. Thus, the intention can be conveyed, and the person who receives it feels happy because of the choice of words used.

This study aims to classify the euphemisms found based on the theory of forms of euphemism by Werren (1992) and the functions of euphemism based on the theory of euphemism function by Burrige (2012). Warren (1992) has divided the innovation model of euphemism into two categories. They are semantic innovation and formal innovation. In formal innovation is divided again into word-formation, phonemic modification, and loan words. In addition, Burrige (2012) also formulates the functions of euphemism namely protective euphemism, underhand euphemism, uplifting euphemism, provocative euphemism, cohesive euphemism, and ludic euphemism.

There are some researchs about euphemisms. The first was done by Sari (2007) analyzed euphemism on film of *American pie 5*. The next study focus on Rosa types and forms of euphemism in Minangkabau by Rusdi (2014). Then, Nurdina (2017) analyzed forms of English sexual euphemistic expression in *Lady Chatterley's lovers*. Risani (2018) discussed the functions and styles of euphemism in CNN news. Next, Tayler and Ogden (2004) analyzed euphemism used doctor for patients' beliefs about health. Lastly, Yildiz (2021) discussed how students in Turkey use euphemism in their daily language usage.



Due to the fact that the research of euphemism mostly occurs in the spoken form such as talk shows, movies, etc. Therefore the researcher is interested to analyzed it in written form. For instance, previous study is Risani (2018) “ A Study of Euphemism in CNN”. Risani analyzed the functions and styles of euphemism in CNN. The data of Risani’s research is in the written form in CNN news International. However, the source of data in this research is also in the written form in CNN Indonesia news and analyzed the forms and functions of euphemism. Thus, this research would different from the previous study.

### **B. Identification of the Research Problem**

Based on the background above, the use euphemism can be identified from several studies. The phenomena of euphemism can be analyzed not only in semantics but also in pragmatics, sociolinguistics, and anthropological linguistics. This reseacrh analyzes the forms and functions of euphemism in online CNN Indonesia news.

### **C. Limitation of the Research Problem**

Based on the identification above, this study focused on the analysis on smeantic point of view. This research identified the form of euphemism and functions of euphemismthat the researcher found in online CNN Indonesia news.

### **D. Formulation of the Research Problem**

The problem of this study is formulated as follows “What are forms and functions of euphemisms used in the online CNN news?”

### **E. Research Questions**

The research questions of this study are as follows:

1. What are forms of euphemisms used in the online CNN news?
2. What are functions of euphemisms used in the online CNN news?

**F. Purposes of the Research**

1. To find out the forms of euphemisms used in online CNN news.
2. To find out the functions of euphemisms used online CNN news.

**G. Significance of the Research**

Theoretically, the results of this research can be expected to enrich the knowledge in linguistics, mainly in the study of euphemism. By knowing the euphemism, this research can give knowledge about euphemism from the semantic point of view, such as based on the forms and functions of euphemism.

**F. Definition of the Key Terms**

Semantics : One of the linguistic branch that studies about meaning.

Euphemism : An innocuous word or expression used in place of one that may be found offensive or suggest something unpleasant. Some euphemisms are intended to amuse, while others use bland, inoffensive terms for concepts that the user wishes to downplay.

CNN news Indonesia : An online platform of news in Indonesia which can accessed by people in website or apps.

Form : A Type or kind something.

Function : Purpose natural or intended for a person or thing.