

**EUPHEMISM FOUND IN CELEBRITY NEWS PUBLISHED
IN PEOPLE.COM WEBSITE**

THESIS

*Submitted as a Partial Fulfillment of the Requirements
To Obtain Strata One (S1) Degree*



By:

Deka Novianti

1305395/2013

Advisors

Prof. Dr. Hermawati Syarif, M.Hum.

Leni Marlina, S.S., M.A.

**ENGLISH DEPARTMENT
FACULTY OF LANGUAGES AND ARTS
UNIVERSITAS NEGERI PADANG**

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PERSETUJUAN SKRIPSI

Judul : Euphemism Found in Celebrity News
Published in People.com Website

Nama : Deka Novianti

NIM : 1305395/2013

Program Studi : Bahasa dan Sastra Inggris

Jurusan : Bahasa dan Sastra Inggris

Fakultas : Bahasa dan Seni

Padang, Februari 2018

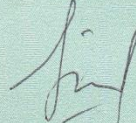
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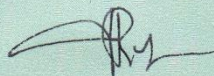
Prof. Dr. Hermawati Syarif, M.Hum.
NIP. 19510721 197503 2 001

Pembimbing II



Leni Marlina, S.S., M.A.
NIP. 19820718 200604 2 004

Mengetahui
Ketua Jurusan Bahasa dan Sastra Inggris



Dr. Refnaldi, S.Pd., M.Litt.
NIP. 19680301 199403 1 003

HALAMAN PENGESAHAN LULUS UJIAN SKRIPSI

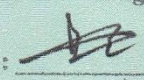
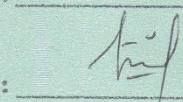

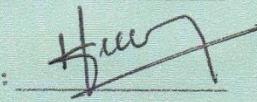
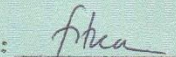
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Program Studi Bahasa dan Sastra Inggris Jurusan Bahasa dan Sastra
Inggris, Fakultas Bahasa dan Seni Universitas Negeri Padang
dengan judul

EUPHEMISM FOUND IN CELEBRITY NEWS PUBLISHED
IN PEOPLE.COM WEBSITE

Nama : Deka Novianti
NIM : 1305395/2013
Program Studi : Bahasa dan Sastra Inggris
Jurusan : Bahasa dan Sastra Inggris
Fakultas : Bahasa dan Seni

Padang, Februari 2018

Tim Penguji

Nama	Tanda Tangan
1. Ketua : Prof. Dr. Jufrizal, M.Hum.	: 
2. Sekretaris: Leni Marlina, S.S., M.A.	: 
3. Anggota : Prof. Dr. Hermawati Syarif, M.Hum.	: 
4. Anggota : Dr. Hamzah, M.A., M.M.	: 
5. Anggota : Fitriwati, S.S., M.A.	: 



UNIVERSITAS NEGERI PADANG
FAKULTAS BAHASA DAN SENI
JURUSAN BAHASA DAN SASTRA INGGRIS
Jl. Belibis. Air Tawar Barat. Kampus Selatan FBS UNP. Padang. Telp/Fax: (0751) 447347

SURAT PERNYATAAN TIDAK PLAGIAT

Saya yang bertanda tangan di bawah ini:

Nama : Deka Novianti
NIM/TM : 1305395/2013
Program Studi : Bahasa dan Sastra Inggris
Jurusan : Bahasa dan Sastra Inggris
Fakultas : FBS UNP

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Diketahui oleh,
Ketua Jurusan Bahasa dan Sastra Inggris

Dr. Refnaldi, S.Pd., M.Litt.
NIP. 19680301 199403 1 003

Saya yang menyatakan,

Deka Novianti
1305395/2013

ABSTRAK

Novianti, Deka. 2017. *Euphemism Found in Celebrity News Published in People.com Website*. English Department. Faculty of Languages and Arts. Universitas Negeri Padang

Eufemisme adalah fenomena penggunaan bahasa yang ada di masyarakat untuk menjaga hubungan tetap harmonis. Penelitian ini bertujuan untuk menemukan bentuk dan fungsi gaya bahasa penghalus makna (eufemisme) yang ditemukan dalam berita selebriti yang terdapat dalam website people.com. Penelitian ini merupakan penelitian deskriptif kualitatif berdasarkan fenomena eufemisme yang terdapat dalam bahasa tertulis. Data dalam penelitian ini berupa kata, frasa dan kalimat yang mengandung eufemisme yang ditemukan dalam berita selebriti dalam website people.com selama Februari 2017. Hasil penelitian menunjukkan bahwa terdapat 60 kata eufemisme yang ditemukan di berita selebriti terbitan website people.com. Di dalam penelitian ini ditemukan 4 jenis bentuk eufemisme, yaitu *shortening* (*abbreviation, apocopation, omission, dan clipping*), *circumlocution*, *semantic change* (*semantic shift, metaphorical transfer, widening, dan overstatement*), dan *borrowing* (*external borrowing*). Bentuk eufemisme yang sering muncul dalam berita selebriti terbitan website people.com adalah *semantic change*, khususnya *metaphorical transfer*. Peneliti juga menemukan 3 fungsi penggunaan eufemisme, yaitu *the function of being polite, the function of gloss-over, dan the function of avoiding taboo*. *The function of gloss-over* (fungsi untuk memperindah kata) adalah fungsi yang sering ditemukan dalam berita selebriti terbitan website people.com.

Kata Kunci : *Eufemisme, Berita Selebriti, People.com*

ABSTRACT

Novianti, Deka. 2017. *Euphemism Found in Celebrity News Published in People.com Website*. English Department. Faculty of Languages and Arts. Universitas Negeri Padang

Euphemism is one of language phenomena that exists in society in order to keep the relationship in good harmony. The purpose of this research is to describe forms and functions of euphemism that are found in Celebrity News published in people.com website. This research is descriptive qualitative based on phenomena of euphemism in written language. Data of this research are words, phrases and sentences that contain euphemistic expression found in Celebrity News during February 2017. The result of the research shows that there are four forms and three functions of euphemism. The forms of euphemism are shortening, circumlocution, semantic change and borrowing. The form of euphemism that is mostly found is semantic change, especially metaphorical transfer. The researcher also found various functions of euphemism. They are the function of being polite, the function of gloss-over and the function of avoiding taboo. The function of euphemism that is mostly found is avoiding taboo.

Key words: euphemism, celebrity news, people.com

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Alhamdulillahirabbil'alamin is the first sentence in the writer's mind after completing this thesis. All praises and gratitude be to Allah SWT who has given the writer opportunity and power in finishing and completing this thesis. Moreover, the writer also sends *shalawat* and *salam* for the prophet Muhammad SAW, the last prophet and the greatest leader of human being.

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CHAPTER I

INTRODUCTION

A. Background of Research Problem

Language is a way to express ideas or feelings directly or indirectly. In using language, people do not always convey their messages with the word that has literal meaning, but also with the one that has non literal meaning. In other words, the listener or the reader cannot take the messages literally in order to get the intention of the writer or speaker. Sometimes there is a word that cannot be spoken directly, for example a taboo word. So, people need to think another appropriate word to say it. Therefore, euphemism exists. Euphemism can be found in both written and spoken language.

One type of language is written language. The style of the writer's language will influence the readers' interest. Therefore, in written language, the writers have to pay attention to the choice of word they use. Sometimes a word is considered as offense or taboo, and it cannot be talked. A word that is impolite will make the readers not feel comfortable in reading the text. In order to replace certain words which may prove embarrassing for the reader's ear, the writers usually use implicit expression which is considerably soft and mild. Therefore, most of the writers use figurative language.

Figurative language can be defined as a word or group of words that exaggerate or alter the usual meaning of the component words (Fromkin as cited in Efendi, 2013). It means that the language cannot be interpreted in a literal meaning. One type of figurative language is euphemism. Alqaryouti

(2016: 44) states that euphemism is an idiomatic expression which loses its literal meanings and refers to something else in order to hide its unpleasantness. Euphemism can make a word more polite in the form of meaning. It can create new meaning that is better than before, and it sounds more comfortable in the ear of the reader or listener. Therefore, the use of euphemism is effective. Burrige (2012: 66) mentions that euphemism is an alternative to make a word, which may be seen as offensive, obscene, or somehow disturbing to listeners or readers, becomes sweet-sounding. It means that words that is not good to be heard can be substituted by other polite words.

This is an example of using euphemism:

“Although she is not very bright in academic area, she has a good attitude.”

Not very bright in this sentence means *stupid*. The use of *not very bright* is considered more polite instead of using “stupid”. The expression of *not very bright* is better than expression of *stupid* because *stupid* seems rude word or unpleasant word. When someone says *stupid*, it may make a person hurts. Although the truth says that she is stupid, the speaker or writer can soften the language and protect the face of the object from feeling of embarrassed. From this example, the purpose of euphemism is indirect expression replacing direct one which may sound offensive.

Through language and communication, people can get information as the important need among the society. People know what event is happening in the world because they look it in media that shares the information. Reading

online is the nearest and simplest thing that can be done by people to get information and news that are needed. Nowadays, people like to know information about celebrity. Many people try to find information about celebrity through website. People.com is one of the sites which post about celebrity news.

Celebrity news contains information and gossip about public figures that usually appear in television. The readers are interested in reading celebrity news, especially news about their idols. However, the journalists do not always share good news. Perhaps, bad news is more interesting for the readers than good news. Sometimes, language of bad news sounds offensive and impolite. Consequently, the journalists or the writers of the news need to think other words that can replace the impolite words.

People.com is an international and famous website. This website has more than six million viewers and likes. When it is compared with the other website which also shares news about celebrity, People.com has higher likes. For example, there is usmagazine.com that only has three million likes on facebook, and there is also elle.com that has five million likes. Moreover, People.com is a website that shares both good and bad news of the international celebrities, and it mostly uses polite language. Mostly the words and phrases can be accepted. In other words, the journalists minimize the use of harsh and taboo words. The readers of the website find many euphemistic languages, or many words appear in polite form.

However, the function of euphemism to make the meaning of a word softer can make the reader catch wrong information. Since euphemism often expresses something in an implicit and roundabout way, sometimes this may cause ambiguity and people may feel confused about them. This is the example of the use euphemism in People.com website.

“Reynolds was laid to rest in a funeral ceremony at Forest Lawn Memorial Park in Los Angeles on Jan. 6.”

Laid to rest is an example of euphemism. It means *died*. Because death is feared, people tend to use implicit way to mention topic about death. However, not all of people understand about it. Some people may think that *laid to rest* means *sleeping*. Therefore, when creating euphemism happens, both of the writer and the reader should understand with the implicit meaning based on the context of the text unless it will produce stupidity among the society. Euphemism can lead people to double thinking. They form a kind of code. The euphemism stands for something else, and everyone pretends that the ‘something else’ does not exist.

Based on the explanation above, there are some reasons to study the phenomena of euphemism. First, euphemism is one of figurative language that commonly exists in society. Second, the using of euphemism make the readers do not understand about the meaning. Consequently, hesitation and misunderstanding may occur because what is spoken is different from the meaning. Therefore, phenomena about euphemism need to be studied in order to make the societies, especially the readers of celebrity news in people.com, do not catch vague meaning from the news that they read.

B. Identification of Research Problem

Euphemism is included into figurative language. Therefore, euphemism is related to the way of the writer in using language in order to change an offensive word to be a pleasant one that can gain the readers' interest. It also appears to neutralize a taboo expression so that it can be accepted by the society.

Euphemism can be studied from different linguistics point of views, including semantics, pragmatics, and sociolinguistics. From semantics point of view, it discusses about meaning of euphemism. From pragmatics point of view, it discusses about euphemism which is used based on context and speaker's meaning. Then, in sociolinguistics, it studies about how euphemism and society are combined. Based on the explanation, this research focuses in analyzing euphemism based on semantics point of view.

C. Limitation of Research Problem

Phenomena about euphemism can be found in many aspects of human's life. It can be in the form of spoken and written language in various situation and condition. Because it is too large to discuss, it is important to limit the scope of certain item in order to analyze the problem deeply. The problem of this research is limited to discuss about forms and functions of euphemisms found in people.com, especially in celebrity news from semantics point of view. First, the researcher limits the study in analyzing form of euphemism based on Allan-Burridge theory. In this study, the researcher tries

to find out how the euphemistic language is created. Then, the researcher analyzes the functions of euphemisms based on theory from Qi Pan. It relates to the reasons of using euphemistic expressions.

D. Formulation of Research Questions

Based on the background of the research problem, the research questions can be formulated as:

1. What are the forms of euphemism found in Celebrity News published in people.com website?
2. What are the functions of euphemism found in Celebrity News published in people.com website?

E. Purpose of Research

In accordance with the research questions, the purposes of the research are formulated as follows:

1. To describe the forms of euphemism found in Celebrity News published in people.com website
2. To explain about the functions of euphemism found in Celebrity News published in people.com website.

F. Significance of Research

The result of this study is expected to give the contributions both theoretically and practically. Theoretically, this research is done in order to enrich and provide theory about euphemism in the study of semantics. Practically, since this study is specifically focused on analyzing the forms of euphemisms, and the reasons why it is used, this study might be useful for the

readers, especially for those who read Celebrity News published in people.com website, in which it can help them to have a better understanding in catching the vague meaning. For the students, it is hoped that this study gives additional material and helps them to understand about semantics, especially about euphemism. Moreover, it is expected that this research can become a reference for the next researchers who are interested in conducting research about euphemisms.

G. Definition of Key Terms

In order to help the readers understanding what is being discussed in this script, there are some definitions of some terms:

1. Euphemism is an idiomatic expression which loses its literal meanings and refers to something else in order to hide its unpleasantness.
2. Celebrity news is information about public figures or artists in the world.
3. People.com is an international mass online media that shares about recent news, including information about life style and celebrity.