

**AN ANALYSIS OF EUPHEMISM USED IN LANGUAGE OF POLITIC IN
PADANG EXPRESS NEWSPAPER**

THESIS

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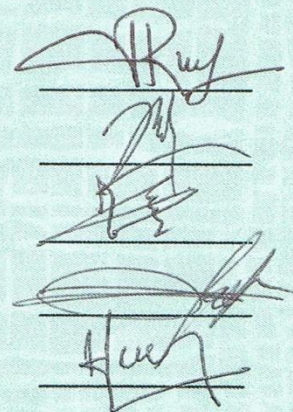
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ABSTRAK

Mayang Sari Dina. 2006. "An Analysis of Euphemism Used In Language of Politic In Padang Express Newspaper"

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Penelitian ini membahas tentang penggunaan eufemisme yang ditemukan dalam Koran "*Padang Express*" di rubrik politik. Penelitian ini bertujuan untuk mengetahui kata kata eufemisme yang sering digunakan oleh si penulis dalam menyampaikan sebuah berita, dan juga untuk mengetahui tipe tipe dari kata eufemisme tersebut dengan memakai teori (*Williams 1975; Shipley 1977; Rawson 1983; Neaman & Silver 1983; Allan & Burridge 1991*). Di dalam penelitian ini ditemukan 4 jenis tipe yaitu: *shortening (apocopation)*, *remodeling (blending)*, *semantic change (semantic shift, metaphorical transfer, litotes, understatement, indirection, abstraction)*, *borrowing (external borrowing, internal borrowing)*. Selain menganalisa tipe, penelitian ini juga menemukan makna dari kata kata eufemisme yang dibuat oleh penulis dengan menggunakan teori Leech (1975). Makna yang banyak ditemukan adalah *conceptual* dan *affective*. Metode yang digunakan dalam melakukan penelitian ini adalah metode deskriptif, yaitu berusaha menggambarkan dan menginterpretasikan tentang kondisi yang ada. Tahap tahap yang dilakukan yaitu: mengumpulkan data berupa kata kata yang berupa eufemisme, menjabarkan kata kata itu berdasarkan tipe menurut teori yang digunakan dan mengidentifikasikan makna dari kata kata tersebut menurut teori serta membuat kesimpulan dan saran dari penelitian yang diteliti.

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CHAPTER I

INTRODUCTION

A. Background of the Problem

Language is a tool of the basic for human to communication that is important in human live. Through the language, human can interact with others in societies in order to maintain their social relationship. According to Bloomfield (1973:3) language plays a great part in human life. People use language to survive, to cooperate and to persuade each other. So, language is essential for human since we cannot live without it. In daily conversation people use language to express their idea, thought, attitude, ect.

Language has developed rapidly in such way that we may notice various functions as well as intentions in using language. The existence of these language phenomena in society contains certain functions or purposes. Leech (1974:40) state that language expresses the feeling and attitude of the speaker and writer. In conversation, people tend to use language with many variations. In daily life, when people speak to other he/she usually use feeling to avoid of using bad words that depend on the situations. In mass media, like newspaper or magazine the journalists usually use feeling to avoid of using bad words to give a good effect to the society. Most of journalists will use explicit expression if they want to express directly, but some of them prefer to use implicit expression which are considerably soft and mild. These different ways of expressing feeling and attitude of the journalists entail the figurative language.

Figurative language use based on context and situation. The language cannot set by itself because it is related with where, whom, and what the topic talk about. Figurative language is the language that cannot be taken literally (should not be taken) literally and say something other than the ordinary way, it means that figurative language is not intended to be interpreted in a literal sense (Perrine, 1988:565). There are 19 kinds of figurative language; alliteration, anaphora, antithesis, apostrophe, assonance, chiasmus, euphemism, hyperbola, irony, litotes, metaphor, metonymy, onomatopoeia, oxymoron, paradox, personification, simile, synecdoche and the last one is understatement. There are many kinds of figurative language that are able to analyze. But this research only analyzes the euphemism one. According to O'Grady et al (1997:554) euphemism is the avoidance words which may be seen as offensive, obscene, or somehow disturbing to listeners or readers.

Euphemisms are effective because they replace the trigger (the offending word form) by another word form that expresses a similar idea. 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. Euphemism is different from taboo word, even though taboo is a kind of language style but taboo language is offensive and against politeness. But taboo word can relate with euphemism because taboo word can be replace by euphemism. Taboo word refers to sensitive subject like; mental or physical illness, death and sexual activities or body effluvia. This research focusing for the use of euphemism found in newspaper especially in rubrics of politic in order to know what is the types and

the meaning of euphemism in politic news. Euphemism plays an important role in political field. Newspaper serves to provide real facts without offending certain parties. So, the newspaper should be able to use good language. According to Crystal and Davy (1969) newspaper is always very eclectic, from the stylistic point of view. Besides news-items, we find within it is pages articles, reviews, imaginative writing of various kinds, advertising competitions, etc. Example of euphemism:

‘‘Kalau suatu saat DPR membuat kebijakan anggaran, lantas ada orang lain yang memanfaatkan atau mengatasnamakan keputusan tersebut, sampai akhirnya DPR atau Banggar dikaitkan dengan kasus tersebut ‘ini kan tidak fair,’’ protes Sekjen DPP PDIP, itu.

The journalists mostly used a foreign language for replacing the word that may feel has bad connotation. From the example, the word *fair* is type of euphemism borrowing. The word *fair* from the text is refers to unpleasant expression by Sekjen DPP PDIP toward the situation that will be happen. The journalists suppose that the word *fair* has a fine sense and more polite than it reference.

Based on the example above, it is a reason for why the researcher interested to study the phenomena of language euphemism found in newspaper. The researcher choose ‘‘Padang Express’’ newspaper in rubric of politics as object to conduct the research in order to know what are the types and the meaning from the types of euphemism that used by journalists in presenting news. Mass media like newspaper has a function to give information that happen in society. By using euphemism, the journalists able to use more polite language and

less freighted when they convey the situation or condition in order to persuade readers when they read the news and to maintain the social relationship between journalists to the society.

B. Identification of the Problem

Euphemism can be studied from different linguistics point of view including semantics, discourse, and pragmatics. But, this research only focuses for the analysis of euphemism based on semantics point of view in order to identify the use of euphemism by analyzing the types and meaning of euphemism found in “*Padang Express*” newspaper in rubric of politics.

C. Limitation of the Problem

Based on identification of the problem above, the problem of this research is limited to the types and type of meaning of euphemism used in “*Padang Express*” newspaper in rubric of politics based on semantics point of view.

D. Formulation of the Problem

Based on the identification and limitation of the problem, the problem of this research is formulated into: “what are the types and type of meaning of euphemism used in “*Padang Express*” newspaper in rubric of politics.

E. Research Question

The research questions for this research are:

1. What are the types of euphemism used in “*Padang Express*” newspaper?

2. What are the type of meaning of euphemism used in ‘*Padang Express*’ newspaper?

F. Purposes of the Study

This study has the following purposes:

1. To find the types of euphemism that found in ‘*Padang Express*’ newspaper.
2. To describe the type of meaning of euphemism that found in ‘*Padang Express*’ newspaper.

G. Significance of the Study

This research is hoped to give contributions both theoretically and practically. Theoretically, this research finding is expected to give contribution and knowledge to semantics study and to support the next linguistics researches, because this research studies the phenomena of euphemism in rubric of politics found in the news of ‘*Padang Express*’ newspaper . Practically, the result of this research will be useful for the readers because the use of euphemism as a strategy to communicative more value mostly found in many fields not only in politic field.

H. Definition of Key Terms

1. Euphemism is the polite expression of language that used to avoid of using harsh, vulgar and taboo words and make something bad sound better in communication.

2. Figurative language is the way of saying something other than the ordinary way, or different from the original one.
3. Politics rubric is a report about the events of politics that found in '*Padang Express*' newspaper.