

EUPHEMISM USED BY PRO AND CONS SPEAKERS IN TRANS 7

SHOW “MATA NAJWA”

THESIS

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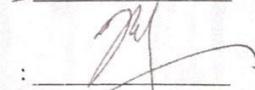
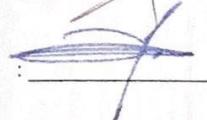
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ABSTRAK

Novela Zulia Ningsih. 2020. Euphemism Used by Pro and Cons Speakers in Trans 7 Show “Mata Najwa”. Thesis. Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.

Penelitian ini menganalisis eufemisme yang digunakan oleh penutur pro dan kontra dalam Trans 7 Show Mata Najwa dengan menggunakan teori bentuk eufemisme oleh Warren dan jenis makna oleh Leech. Peneliti menggunakan metode penelitian kualitatif deskriptif. Data dalam penelitian ini adalah naskah video Mata Najwa yang diunduh dari 7 episode di YouTube. Setelah menganalisis tujuh episodenya, ditemukan bentuk-bentuk eufemisme oleh penutur pro 1 slang, 1 kata serapan, 1 partikularisasi, 3 implikasi, sedangkan menurut penutur kontra ada 1 derivasi, 2 kata gaul, 2 singkatan, 4 kata pinjaman, 5 partikularisasi, 1 implikasi, 2 metafora. Sedangkan jenis makna yang ditemukan oleh pro speaker adalah 1 makna konseptual, 3 makna konotatif, dan 1 makna afektif. Sedangkan menurut kontra terdapat 7 makna konseptual, 7 makna konotatif, 1 makna sosial, 2 makna afektif, dan 1 makna reflektif. Hasil penelitian menunjukkan bahwa bentuk yang dominan oleh penutur pro adalah implikasi dan kontra adalah partikularisasi. Sedangkan makna konotatif merupakan tipe dominan oleh penutur pro dan makna konseptual beserta konotatif merupakan jenis paling dominan oleh penutur kontra dalam Mata Najwa. Perbedaan penggunaan eufemisme oleh penutur pro dan kontra adalah penutur kontra lebih banyak menggunakan eufemisme dalam percakapannya untuk menghindari penggunaan kata yang kasar atau menyinggung, juga untuk menghindari hilangnya wajah penutur, pendengar atau orang-orang yang sedang berbicara.

Kata kunci: *Bentuk Eufemisme, Jenis Makna, Penutur Pro dan Kontra, Mata Najwa*

ABSTRACT

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This research analyzed the euphemism used by pro and cons speakers in Trans 7 Show Mata Najwa by using Warren, forms of euphemism and Leech, types of meaning theories. The researcher used descriptive qualitative research method. The data in this research was the video's script of Mata Najwa that downloaded from 7 episodes in YouTube. After analyzing the seven episodes, forms of euphemism by pro speakers found are 1 slang, 1 loan word, 1 particularization, and 3 implication while by cons speakers are 1 derivation, 2 slang, 2 abbreviations, 4 loan words, 5 particularizations, 1 implication, and 2 metaphor. On the other hand, types of meaning by pro speakers found are 1 conceptual meaning, 3 connotative meaning and 1 affective meaning. While by cons speakers are 7 conceptual meaning, 7 connotative meaning, 1 social meaning, 2 affective meaning, and 1 reflected meaning. The result of the study reveals that the dominant form by pro speaker is implication and the most dominant form by cons speaker is particularization. While connotative meaning was the dominant type by pro and conceptual and connotative meaning was the most dominant type by cons speakers of usage types of meaning in Mata Najwa. The differences of using euphemism by pro and cons speakers is that cons speakers use more euphemism in their conversations in order to avoid using the rude or offensive word, also to avoid the loss of face of the speaker, the hearer or the people which is being talked.

Key words: *Forms of Euphemism, Types of Meaning, Pro and Cons Speakers, Mata Najwa.*

TABLE OF CONTENTS

ACKNOWLEDGEMENTS	v
ABSTRAK	ii
ABSTRACT	vii
TABLE OF CONTENTS	viii
CHAPTER 1 INTRODUCTION	1
1.1. Background of the study	1
1.2. Identification of the problem	4
1.3. Limitation of the problem	4
1.4. Formulation of the problem	5
1.5. Research questions	5
1.6. Purpose of the research	5
1.7. Significance of the research	6
1.8. Definition of key words	6
CHAPTER 2 REVIEW OF RELATED LITERATURE	8
2.1 Review of Related Theories	8
2.1.1 Figurative Language	8
2.1.2 Concepts of Euphemism	9
2.1.3 Forms of Euphemism.....	10
2.1.4 The Concept of Meaning.....	15
2.1.5 Talk Show Program	18
2.1.6 Pro and Cons	21
2.2 Previous Study	21
2.3 Conceptual of Framework	23
CHAPTER 3 RESEARCH METHOD	25
3.1 Type of Research	25
3.2 Data and Source of Data	25
3.3 The Instrument of Research	26
3.4 Method and Techniques of Data Collection	26

3.5	Techniques of Data Analysis	27
CHAPTER 4	FINDINGS AND DISCUSSION	29
FINDINGS AND DISCUSSION.....	29	
4.1	Data Description and Analysis	29
4.1.1	Forms of Euphemism.....	29
4.1.2	Types of Meaning.....	40
4.1.3	Differences the used of euphemism between pro and cons speakers 50	
4.2	Discussions	51
CHAPTER 5	CONCLUSION AND SUGGESTION.....	56
5.1	Conclusion.....	56
5.2	Suggestion	57
REFERENCES	58
APPENDIX 1	59

CHAPTER 1

INTRODUCTION

1.1. Background of the problem

Language is the key item in communication which is not only as a tool for delivering information, but also as an important device for stabilizing and maintaining relationship between people. According to Fromkin, et al (2011, Wardaugh: 2010, Spencer-Oatey: 2000), human being is connected through language, so that it plays an important role to support human being's activities, to make social relationship with each other, and to gain status in community. Not only as a key tool of communication, but people also use language to show their thought, feeling, ideas, and emotion in many ways. Language is a distinguishing tool between humans and other creatures, because wherever people go is never separated from language.

In using language, people must be able to use the right language, especially in social life. In interacting, politeness is an important thing to have because there is a problem in communication just because people do not understand politeness in language properly. Soften the language when speaking is very necessary so that the words we speak do not sound harsh and people who hear do not feel offended by what we are talking about. People have to ignore saying taboo words and negative language to keep someone's feeling. Some words or phrases that are considered impolite, harsh, and offensive are not said blatantly but replaced by others with the same or similar meaning. This is known as Euphemism.

According to (Battistella et al., 1993) a euphemism is an expression intended by the speaker to be less offensive, disturbing, or troubling to the listener than the word or phrase it replaces. In daily life, people think highly of what is appropriate to talk about when talking to others. This is done so that the language we use doesn't sound harsh and offensive to others.

Therefore, not only in TV Shows but the use of euphemism can be found in literature, speech, daily conversation, etc. In daily life, people can communicate, deliver message, and share ideas based on two ways. Those are offline and online. Offline communication means people communicate each other directly or face to face, this usually happened in daily life. Then online communication means people communicate through social media, like Instagram, WhatsApp, Facebook, Line, Radio, Twitter, Television and YouTube. Nowadays, many of people enjoy doing communication in social media. They doing communication by chatting and they also get the latest news by watch it from Television and YouTube.

One of the famous talk show in social media that many people watch is '*Mata Najwa*'. Mata Najwa usually broadcast on television, but we can also see the rebroadcast on YouTube. Mata Najwa often discusses the latest news which is currently being discussed by many Indonesians, especially political issues. Critical and striking questions are the main attraction of this program. Najwa Shihab is very knowledgeable about materials that are in public interest. She will not hesitate to scrutinize the guests, if she knows that the guests do not master of their field.

Moreover, political issue has to consider the use of language because language is very sensitive. By using good language, the social relationship between host and guests can be maintained. Mata Najwa talk show used a lot of euphemisms between host and guests to make the audience comfortable while listening to the talk show.

The following was an example of euphemism which is used in a novel *Love Eternal* by J.R Ward.

“I tend to myself as an outcome engineer”

According to the example above, the phrase *outcome engineer* is a euphemism for someone who is manipulating.

In recent years, researchers in linguistics have conducted the research in euphemism study through different perspectives such as speech (Rahman et al., 2019) focus on analyzing euphemism in a speech by Ustad Abdul Somad, newspaper (Sari et al., 2013) focus on analyzing euphemism in Opinion Column of the Jakarta Post Newspaper, talk show (Agfarinnisa', 2015) focus on analyzing euphemism in Insert Trans TV Indonesian Infotainment, and also in novel (Lailiyah et al., 2019) focus on analyzing euphemism and dysphemism expression in *“The Rainbow Troops”* a novel by Andrea Hirata . However, those studies just focus on one speaker's euphemism. While this research conducted by researchers using more than one speaker. This research analyzed about the form of euphemism, types of meaning and differences between the use of euphemism between pro and con speakers. In Mata Najwa talk show, the researcher analyzed whether there is a difference between the pros and cons speakers. Mata Najwa, a

popular discussion program in Indonesia that broadcasted by Trans 7, is the best sample to observe the use of euphemistic expressions in formal contexts.

The main reason the researcher analyzed the use of euphemism by pro and cons speakers in *Mata Najwa* because the presence of pro and con speakers would cause many aspects that contained euphemism. It attracts how these people use euphemism in this context. The researcher wanted to know if there are differences in the use of euphemism between the speaker pros and cons. It is also interesting to know how every word that contains euphemism is spoken by both the pros and cons speakers when they are discussed about political issue.

1.2. Identification of the problem

Based on the background above, there are many euphemisms that can be analyzed in other studies. The phenomena of euphemism can be analyzed not only in semantics but also in pragmatics, sociolinguistics, and anthropological linguistics.

1.3. Limitation of the problem

Based on the identification of the problem above, the researcher only focuses on the analysis on semantics point of view. This research identified the form of euphemism, types of meaning and the differences of using euphemism between pros and cons speakers based on semantic point of view that researcher found in Trans 7 Show "*Mata Najwa*".

1.4. Formulation of the problem

Based on the identification and limitation of the problem, the main problem of this study can be formulated as following “What are the forms, types of meaning and differences of euphemism used by pro and cons speakers in Mata Najwa Trans 7?”

1.5. Research questions

The research questions in this research as follows:

1. What are the forms of euphemism used by pro and cons speakers in Mata Najwa Trans 7?
2. What are the types of meaning used by pro and cons speakers in Mata Najwa Trans 7?
3. What are the differences of euphemism used by pro and cons speakers?

1.6. Purpose of the research

1. To find the forms, types of meaning and differences of euphemism used by pro and cons speakers in Mata Najwa Trans 7.
2. To find the forms of euphemism used by pro and cons speakers in Mata Najwa Trans 7.
3. To find the types of meaning used by pro and cons speakers in Mata Najwa Trans 7.
4. To find the differences of euphemism used by pro and cons speakers in Mata Najwa Trans 7.

1.7. Significance of the research

The findings of this research are expected to give noticeable contribution to the theories in the field study and practical purpose.

1. Theoretical contributions

The findings are expected to enrich the knowledge in linguistics, mainly in the study of euphemism. By comprehending the euphemism, this research may give knowledge about euphemism in semantic point of view.

2. Practical contribution

This research is useful to provide knowledge, especially English students who want to find out more about euphemism from semantic point of view.

1.8. Definition of key words

- a) Euphemism: words or phrases used by people for softening language to avoid taboo words and to keep someone's feelings.
- b) Taboo: the prohibition in any society of behavior believed to be harmful to its member in that it would cause anxiety, embarrassment, or shame.
- c) Talk Show: a television or radio program where a person or group gathers together to discuss various topics with a relaxed but serious atmosphere, which is guided by a moderator.
- d) Mata Najwa: the talk show program that guided by someone who has a high intelligent, brave, has a strong charisma, "Najwa

Shihab”, and the show combined with specific treatments to accommodate the guest star character that is able to present interesting shows throughout the duration of the program.

e) Pro: a form of reaction which is good, positive or agreed to all kinds of things.

f) Cons: a form of negative reaction in which to oppose or not agree to all kinds of things.

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the data which has been analyzed, there are four forms of euphemism by pro speakers found in *Mata Najwa Trans 7*; they were slang, loan word, particularization, implication. Implication was the most dominant form by pro speaker with 3 clauses (50%) from 23 clauses with 7 total episodes. Meanwhile, there are seven forms of euphemism by cons speakers found in *Mata Najwa Trans 7*; they were derivation, slang, abbreviation, loan word, particularization, implication, and metaphor. Particularization was the most dominant form by cons speaker with 5 clauses (29.41%) from 23 clauses with 7 total episodes.

And then, there are three types of meaning by pro speakers found in *Mata Najwa Trans 7*, they were conceptual meaning, connotative meaning and affective meaning. The highest type by pro speaker was connotative meaning with 3 clauses (60%) from 23 clauses with 7 total episodes. Then, there are five types of meaning by cons speaker, they were conceptual meaning, connotative meaning, social meaning, affective meaning, and reflected meaning. The most dominant types of meaning by cons speaker were conceptual meaning and connotative meaning. In order to see the differences of euphemism between pro and cons speakers, it can be seen from the highest frequency of the forms and types of meaning used by pro and cons speakers. Based on the data that has been analyzed, cons speakers used

more of euphemism rather than pro speakers. It means the difference in using euphemism between pro and cons speaker is that cons speakers use more euphemism in their conversations in order to avoid using the rude or offensive word, also to avoid the loss of face of the speaker, the hearer or the people which is being talked.

5.2 Suggestion

In this research, the researcher analyzed the forms, types of meaning and determined the differences of the used of euphemism between pro and cons speakers found in *Mata Najwa Trans 7*. The researcher suggested next researchers to take another Talk Show in TV program in order to get two speakers euphemism. Also, it is suggested to use other theories such as pragmatics or stylistics approach to see the broader meaning of euphemism.

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