

EUPHEMISM FOUND IN OPINION COLUMN OF *THE JAKARTA POST* NEWSPAPER

PAPER

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**EUPHEMISM FOUND IN OPINION COLUMN OF THE JAKARTA POST
NEWSPAPER**

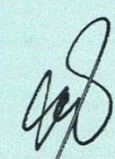
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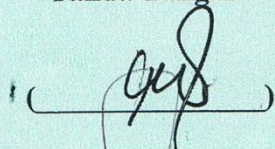
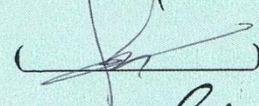

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Dengan ini menyatakan, bahwa Tugas Akhir saya dengan judul “EUPHEMISM FOUND IN OPINION COLUMN OF *THE JAKARTA POST* NEWSPAPER” adalah benar merupakan hasil karya saya dan bukan merupakan plagiat dari karya orang lain.

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ABSTRACT

DitaSukma Sari .2013. "Euphemism Found In Opinion Column of TheJakarta Post Newspaper". Paper of Language and English Literature.Faculty Language and Literature. State University of Padang
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Salah satu prinsip dasar eufemisme adalah bahwa ekspresi tidakmenyenangkan yang harus diganti dengan ekspresi pilihan untuk mengeksekusi niat komunikatif pengguna pada konteks tertentu dan untuk menghindari kemungkinan kesalahpahaman.Banyak eufemisme merupakan alternatif bagi ekspresi pembicara atau penulis yang hanya akan memilih untuk tidak digunakan dalam diberikan kesempatan.

Selain itu, penggunaan eufemisme akan lebih menarik bila digunakan untuk tujuan tertentu dalam komunikasi tertentu. Pada dasarnya, keberadaan eufemisme digunakan untuk menyembunyikan ide menyenangkan, bahkan ketika istilah bagi mereka belum tentu ofensif. Karakteristik ini eufemisme ini menarik untuk dianalisis dan didiskusikan dalam rangka untuk mendapatkan informasi yang mendalam atau kata, frase atau kalimat yang berisi eufemisme. Hal ini tidak hanya penting untuk kelompok orang tertentu, tetapi juga melibatkan seluruh lapisan masyarakat untuk menggunakan eufemisme untuk menghindari kata-kata yang tidakmenyenangkan.

Penelitian ini dilakukan untuk mengetahui jenis, arti, dan fungsi eufemisme yang digunakan dalam Opini Kolom surat kabar Jakarta Post. Data tersebut dikumpulkan dari Opini Kolom Berita 'Artikel di koran Jakarta Post. Data dianalisis melalui proses mengkategorikan, menganalisis dan mengambil kesimpulan tentatif. Instrumen utama adalah peneliti sendiri, di sini, peneliti mengamati berita dan menggunakan catatan lapangan untuk menulis beberapa poin utama berita pendapat pada bulan Juni 2013.Sebagai hasilnya, peneliti menemukan bahwa temuan utama dari makalah ini adalah peneliti menemukan sepuluh jenis eufemisme: akronim dan singkatan, hiperbola, metafora, metonimi, teknik asosiatif, berbelit-belit, penolakan, dan synecdoche. Kedua, peneliti menemukan. Ketiga, peneliti menemukan enam fungsi eufemisme: untuk meyakinkan, untuk memesan, untuk menginformasikan dan mengkritik.

Akhirnya, peneliti berharap agar makalah ini dapat memberikan kontribusi bagi peneliti sendiri khususnya, kepada pembaca dan peneliti dalam studi kasus eufemisme. Diharapkan bagi peneliti selanjutnya yang ingin belajar pada topik yang sama untuk menganalisis eufemisme lebih dalam atau lebih spesifik seperti studi tentang metafora sebagai salah satu jenis eufemisme.

ACKNOWLEDGEMENTS

Praise to Allah SWT the al mighty god, because of his blessing and mercy, this paper is finished. This paper can be finished because Allah SWT gave the writer clear thought, patience, and good health to accomplish this paper, and *shalawat&salam* to the beloved prophet Muhammad SAW.

First of all, the writer would like to express her gratitude to her advisor. Muhd. Al Hafizh, S.S., M.A, who has given her effort, great willingness, time and advice to support me in writing this paper. My appreciation also goes to the paper examiners, Drs. Jufri, M.Pd and HavidArdi, M. Hum who have given generous help and valuable suggestion to improve my paper. The writer also thanks to Dr. KurniaNingsih, M.A the chair person of English Department and Dra. An FauziahRozaniSyafei, M.A as secretary of English Department and also to her academic advisor Dr. Kusni. M.Pd for showing guidance and giving their valuable advices during her study.

The writer also would like to express her deepest gratitude is extended to her beloved parents, her sisters and brothers, her cousin, her nephew and all her friends for their love and motivation.

Finally, some constructive suggestion and correction are kindly invited from the readers for an improvement of this paper. The writer realizes that this paper is still for being perfect. The writer will be grateful for any criticism from those who read my paper.

Padang, 30 July 2013

The writer

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CHAPTER I

INTRODUCTION

1.1 Background of Problem

Language is a power that used to make one's statement stronger. Someone uses language to influence people. Moreover, it can hide the fact to avoid misunderstanding between the speaker and the hearer or the writer and the reader. Language has developed rapidly in such way that people 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) point out that language expresses the feeling and attitude of the speaker and writer. In conversation, people tend to use language with many variations in order to deliver what they want. In daily life, when someone speak to other their usually use feeling to avoid of using bad words whenever it is something taboo to say it.

Language can be in spoken and in written form. In spoken form, people use language directly to other people they that they want to talk such as they are giving speech or they are having a conversation, etc. they do not need to write what he/she think in a paper. On the other hand, if people use language in written form, they need to write it down in a paper or book as a media deliver the message. In this case, newspapers, magazines, and letters contain written form of language in order to give people information. In media entertainment, like newspaper the journalist usually use

feeling to avoid of using bad words to give a good effect to the readers. Most of the journalist will use explicit expression which is considerably soft and mild. These different ways of expressing feeling and attitude of journalists entail the figurative language. Figurative language is important thing in order to express ideas, thought, and feeling.

Language in written form is quite different from language in spoken form. They are different in the vocabulary used and the style of the language. In written form, a writer commonly uses the figurative language in order to make his/her language more understandable. Using figurative language can be found in newspaper such as comparing two things which have something in common and etc. since the function of newspaper is to inform the reader what is happening in a community, country, or in the world, the writers of the newspaper need to use appropriate figurative language in order to give strong statements and avoid misunderstanding.

Figurative language it is used formally and informally, connected with context and situation that cannot be ignored. That is why language cannot stand by itself since it is related with where, whom, and what the topic is 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 literal sense (perrine, 1988:565). There are some of figurative languages like simile, metaphor, and euphemism, etc. each of this type has a different of characteristics. First, simile is describes something by comparing two

things or objects that is explicitly by the use of word such as “like” and “as” for example: your eyes like these of my cats. Second, metaphor is also comparing between two things or objects but implicitly by the use of word “like”, “as”, similar to”, and “than” for example: sun is compared with the king of the afternoon. The last one is euphemism that one of a language style that used to avoid saying unpleasant words or phrase in society.

A euphemism is also a word or expression that is used when people want to find a polite or less direct way of talking about difficult or embarrassing topics like death or the bodily functions in conversation. By using euphemism in conversation, it can be replaced the word or phrase to preserve the stability and keep social relationship among the society or community members. According to Linfood-Ham (2005:228) the function of euphemism is to protect the speaker/writer, hearer/reader from possible effrontery and offence. Euphemism exists in areas of daily life and communication which related to society or communities members. Not only found society or communities members but, usually find in printed media such as newspaper, TV, radio, magazine, etc. but this research only focuses of the using euphemism found in newspaper because newspaper is one of mediator between government and society and the community.

There are some reasons why euphemism is studied. First, it is often concerned with politeness. In certain situations using euphemism instead of saying things directly is considered with politeness. For instance; do you drink? The phrase “do you

drink?” is a euphemism, instead of “do you take a bribe?” So, euphemism is very effective in substituting words and phrases with negative connotations by using words or phrases more polite. Second, euphemism is the instrument of keeping the relationship in good harmony between reader and writer or speaker and listener (Allan and Burridge, 1991:07)

In addition, the reason in studying euphemism is due to the persuasive use of it in the reform era. This fact made many people believe that euphemism always brings negative effect. Euphemism deals with tactful and polite terms to replace the unpleasant and frightening reality. Through that statement, the researcher wants to convince that the positive uses of euphemism provided that the expressions are properly used in the appropriate audience.

The writer chooses the Jakarta Post as the source of data for some reasons. First, Jakarta Post newspaper uses euphemism in its news bravely. The Jakarta Post as the first local daily newspaper presenting news in foreign language, which is English language the writer took opinion column of the Jakarta Post to get the data. Second, opinion column is the place where reports some actual issues with the context government policy. Furthermore, in this column, people will find much information about some issues in Indonesia, which consists of many types and functions of euphemism. Opinion column are chosen because through issues in opinion column, people will know about condition of our country, Indonesia. It contains the condition of economic, social, education, government, and etc. euphemism in most event has

become a material in a opinion column as well including issues in Indonesia grow up using euphemism in opinion discussion.

Based on the explanation above, the writer is eager to investigate euphemism used in opinion column of the Jakarta Post. Therefore, the writer chooses the title “A Study of Euphemism found in Opinion Column of the Jakarta Post Newspaper.

1.2. Limitation of Problem

To be well focused the scope and limitation of the study need to be clarified especially the specific aspects discussed as the focus of this study. This study focuses on type and function of euphemism found in opinion column is derived from the text concerning government policy or opinion. The data source of this study is opinion column of the Jakarta Post in June 2013. In this study, the writer limits the use of Euphemism in opinion column of the Jakarta Post newspaper by investigating the types and functions.

1.3. Formulation of the problem

Based on the identification and limitation of the problem, the problem of this research is formulated into: “what are the type the meaning, the context and the functions of euphemism used in opinion column of “ The Jakarta Post” newspaper .

1.4. Purpose of the Study

This research is expected to give contribution to linguistic field. It is expected to give a better knowledge and understanding about the types, the meaning , context and functions of euphemism that is used in articles of opinion column of the Jakarta Post newspaper. Hopefully, the readers will get scientific description of these types, functions and meaning of euphemism so that they will not be confused and will be able to identify the language that used euphemism in articles of opinion column in the Jakarta post newspaper.

1.5. Technique of Data Collection

In doing this research, the writer used some steps in collecting data they were :

1. Collecting Data

The data were collected from articles Opinion Column of the Jakarta Post Newspapers.

2. Identifying the source of data

The data were identified by choosing selected the word, phrases or sentence based on text that contain euphemism found in opinion column of the Jakarta Post newspaper.

3. Copying the data

4. Observing the data

The writer observed various euphemism found.

5. Classifying the data

Finally the writer classified euphemism. It classified based on euphemism strategies.

1.6. Technique of data analysis

Each of the data was analyzed by some steps, they were:

1. Identifying the articles from opinion column of the Jakarta Post newspaper.
2. Categorizing each word, phrase or sentence from articles in opinion column of the Jakarta post newspaper.
3. Analyzing the euphemism strategies in opinion column of the Jakarta post newspaper.
4. Drawing the conclusions from the findings and describe the result of the research.
- 5.

1.7. Definition of key terms

1. 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.
2. Figurative language is language that is used non-literally or in an unconventional way, such as metaphor, euphemism or exaggeration and

often used to communicate a variety of pragmatically complex discourse goals.

3. Opinion column is the result of emotion or interpretation of facts found in “The Jakarta Post” newspaper.