ABSTRACT

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The aims of this study were to investigate the types of euphemism in Lambe Turah captions, the realization of euphemism in the captions, and the reasons for euphemism found in the captions of Lambe Turah using a semantics study. The study was conducted using a textual research. The data of this study were taken from the captions of Lambe Turah from 1st August until 30th September 2020. The data analysis was taken by coding and developing theme of the data based on the theory proposed by Braun and Clarke. The findings indicated that 12 types of euphemism by Allan and Burridge (1991) found in Lambe Turah captions. Based on the research results, the most frequently types of euphemism found was *clipping*. It could be seen that the situations in which euphemism appeared in Lambe Turah captions mostly realized directly in the caption containing sad news or bad news. Then, it was also found that all purposes of euphemism were present in the written words. Euphemism which served as a protection was most frequently used by Lambe Turah in order to shield and avoid unpleasant word and prevent losing their faces.

Keywords: Euphemism, Instagram, Lambe Turah captions, Semantics