

# CHAPTER I

## INTRODUCTION

### 1.1 The Background of the Study

Taking language for granted as a tool of interaction, people did not merely think about what to say but also how to say. In regard to how to say the words, it deals with certain techniques that could make people continue to say certain things that they did not want to speak about. Certain things were not said because they cannot be said or people did not want to talk about it and even those things were being talked about, they were being talked about in very roundabout ways (Wardhaugh, 2006). It means people can still talk about something forbidden, but by using the other ways that are smartly and delicately. One of the techniques is the use of euphemism. Euphemism is a term that replaces an unpleasant word to make it sounds more pleasant by using the other good ways. This technique allows people to keep saying what they do not want to speak directly without losing their faces (Allan & Burrige,1991).

In daily life, when someone speaks to others, they usually use their feeling to avoid words that are unpleasant to say. Language can be used in spoken and in written form. The using of spoken and written language has some differences. Chafe (1994) introduces six differences between spoken and written language. One of the differences is naturalness that refers to idea that spoken language is physically natural to the human organism while writing is not. Without the need for any tool, we can speak though we cannot write if we do not have any things to write with and on. In addition, in spoken form people use language directly to other people about what they want to talk such as when someone gives a speech in

front of the audience or two people in a conversation, etc; they do not need to write what he wants to say in a paper. On the other hand, if someone uses language in a written form, they will need to write it down on a paper or a book as a medium to deliver their message.

In this case, newspapers, magazines, letters and also social media contain written forms of language to give people information. Unarguably, social media is one of the richest sources of information. People can share their opinions on the social platform that has great influence today. Social media has been flourishing into many platforms such as Facebook, Twitter, and Snapchat, Instagram. From all these platforms, Instagram can be said as the one which is famous social media photo postings that have dominated the youth's attention over the past decade with its unique feature of being the first-ever photo-sharing application (Desai & Han, 2019). Moreover, Instagram also adds a caption section to explain the photo's posts. This caption could help the photos more interesting. It can be said that the caption also affects someone's photos. So, those who have many followers in their Instagram account have to be more careful in making captions. They usually use an explicit expression which is polite and delicate to express their feeling.

One example of an Instagram account that has many followers who usually use polite way in their caption is Lambe Turah. Lambe Turah is one of the most popular anonymous accounts on social media such as Instagram that discusses celebrity life and viral events. In writing caption about hot gossip, Lambe Turah used euphemism to avoid something bad to say to the public. Sometimes the use of euphemism in Lambe Turah caption did not convey a real meaning that makes

the reader have to think for himself what the actual meaning of the sentence is. As Mc Chesny (2004) has been said in his book, the media do not actually tell you what to think, but they tell you what to think about and how to think about it.

The use of euphemism in Lambe Turah can be seen when this account used the other word of —*matil* (*dead*) to explain someone has died for example —*telah berpulang* (*has gone*), —*meninggal dunia* (*passed away*). The word —*diel* in KBBI is lifeless; never live. Usually the use of the word —*matil* (*dead*) is more often used to describe the death of other living things besides human, such as animals or plants. So in order to avoid misunderstanding, Lambe Turah used the word example —*telah berpulang* (*has gone*), —*meninggal dunia* (*passed away*) to convey that someone was lifeless. The other examples are “*Rutan*” (*jail*) which explained about a building where people are forced to live in it because they have broken the law. The word of “*Rutan*” (*jail*) here is used as a euphemism that is a type of acronym (combination of the initial letters). Its deep usage is to disguise unfavorable meaning. The use of the word —*jail/prison* to convey gossip was so blunt that could hurt the person being reported.

The use of euphemism in public especially in social media is increasingly demanded avoid misinterpretation or any lawsuits so that its types and functions are significant realize in language. This is why the writer was interested to do the research about this topic. To make this study more interesting, the writer has chosen Lambe Turah as the data to investigate. Lambe Turah can be said as the first gossip account in Instagram that has been popular since 2015. The popularity was caused by the speed of them in sharing the latest hot gossip about the lives of actors or the issues in Indonesia that are always accompanied by evidence. Their

popularity has given them wide followers which make this account becoming the center of people's attention who like gossip account. It has been said before that the contents of this gossip account make it become attention which always presents hot issues, especially Indonesia's issues. And when it came to news of someone in trouble, this gossip account was using phrases or sentences that were denotative and connotative that should convey an emphatic and sympathetic attitude.

From the explanation above, it can be concluded that this current study analyzed euphemism from the semantics approach used by Lambe Turah in writing their caption. The writer found some type of euphemism that appeared in Lambe Turah captions and also described why they used and how the euphemism was realized in those captions. In analyzing the data, the researcher used Allan and Burrige that have told about types, functions and also how euphemism were realized in sentences. The writer chose Allan and Burrige theory because it was appropriate to answer the research questions of this study. Furthermore, Allan and Burrige have been said in their book, sometimes media used euphemism in their writing to avoid something that did not want to say. Since this study was extracting the data from media, especially media social, it could be said that the use of Allan and Burrige's theory supported this study.

## **1.2 The Problems of the Study**

The problems of the study were formulated as follows:

1. What euphemisms were found in Lambe Turah caption?
2. How euphemisms were realized in Lambe Turah caption?
3. Why were euphemisms used in Lambe Turah caption?

### **1.3 The Objectives of the Study**

Related to the problems of the study as mentioned above, the objectives of the study were as the following:

1. To find out types of euphemisms used in Lambe Turah caption
2. To describe the realization of euphemism in Lambe Turah caption
3. To clarify the uses of euphemisms in Lambe Turah caption

### **1.4 The Scope of the Study**

The writer took the data of written word from Lambe Turah Instagram. Lambe Turah publishes new gossip every day with various topics such as celebrity life and also criminal cases. In this study, the writer limited the discussion of euphemism from the perspective of semantic approach. It means the writer analyzed the denotative and connotative meaning of written words or phrases in Lambe Turah caption which contained euphemism. The written words in Lambe Turah captions were analyzed by the researcher based on Allan and Burridge (1991) and this theory was also suitable to explain the realization of euphemism in those written words. Then, the theory of Burridge (2012) was used to describe the reasons for using euphemism in Lambe Turah captions that were posted on August 1<sup>st</sup> up to September 31<sup>st</sup>, 2020.

### **1.5 The Significance of the Study**

The result of this research was expected to give some benefits as follows:

1. Theoretical significance

The findings of this study were expected to be one of the references and alternative information about applied semantic especially euphemism theory in a popular Indonesia's gossip account.

The result of this study was expected to be able to fill the gap of the previous studies in the same field.

## 2. Practical significance

This research can inspire the reader and add resources to the reader for doing language analysis based on semantics study on the caption in social media. This research also can give additional knowledge in semantics for those who major in linguistics and literature, especially which is related to euphemism. Linguistics and literature students can use this research as a reference to do another euphemism research with a Semantics approach or other linguistic approaches, such as pragmatics, sociolinguistics, and stylistics.

