

## CHAPTER I

### INTRODUCTION

#### A. The Background of the Study

Communication is one of the way to do the interactions to deliver the informations, express the idea, feelings and so on. Every single time we use language in communication, we tend to use language in a good way in order to avoid insulting the listener, embrassing the interlocutors, attacking the lisener's self-esteem, and judging people in the negative way. To overcome the bed effect, the speaker may conceal the truth by avoiding the "dengerous" words. The dengerous word the dengerous word is well known as "taboo". Taboo word is a word that avoided in some, most, or all forms or contexts of speech. Taboo words is forbidden word because taboo word sounds impolite, rude, or sensitve to be heard. to cover the taboo word there is the study of euphemisms. According to Milika (2012) euphemism is usually defined as "the substitution of an agreeable or inoffensive expression for one that may offend or suggest something unpleasant.

Euphemism is the study of using language in a good manner, avoid the taboo word and cover it with an acceptable words. This can be conclude that euphemism is the study how to be or to speak polite. Euphemism also really help us for making unmentionable concepts mentionable and less offensive is generally considered a good and acceptable thing. Euphemisms come in farious forms. According to Allan and Burrige (2012) types of euphemisms are

Metaphor, Remodelling, Circumlocution, Clippings, Abbreviations, Acronyms, Understatement, Euphemism through borrowing.

Euphemism is always attend in our daily life. Everyday we meet the euphemisms either in oral or written. In writen text like newspaper usually euphemisms mentions. One of the favorite news topic in newspaper is economic news. in this era economic news become a sensitive issue include in Indonesia. Because economic shows about how the real condition about the country is. So economic news in this era become the main focus of the reader in reading newspaper. To describe the economic conditions usually the author will face the taboo word, because economic consist about the fact, usually the facts will sounds taboo.

So the author must be focus on how they use language. Author use euphemisms to cover all the taboo word to make the news still trusted and educated. Because newspaper read by every elements of society. So it is important to use a good and polite language. Euphemisms come in a farious way. But the reader usually do not realize on the presence of the euphemisms specially in economic news.

Some news that use euphemisms word that may the reader do not know the ettendece or even the meaning of the euphemisms word it self taken from the primary data that had been taken can be seen as follows.

*“dampak Brexit, kenaikan suku bunga The Fed, dan pembalikan arus modal dari pasar keuangan negara berkembang”*

The text above shows the use of euphemisms. The word *Brexit* is kind of euphemism word. The word “*Brexit*” is (lakuran Britain and Exit) means the repeal of Britain membership. Types of euphemism use in this case is clipping. The common reader usually do not know the word *Brexit*. Here the author use the word from economic language. The author use economic news to avoid or to cover the taboo word, because if the author wrote *pemecatan* or *pencabutan* will make it sounds shocking or rude, so here the word *Brexit* use by the author to minimize emotional and to make the news more educated.

“*Faktor lainnya, ialah kebijakan rebalancing dari China*”

The text above shows the use of euphemism. The word *rebalancing* is kind of euphemism. Type of euphemisms use in this case is external borrowing. *Rebalancing* means *menyeimbangkan* in bahasa. Actually the text tells about how China helps Indonesia to rebalance the economic problem. To minimize the underestimate of the reader the author use euphemisms.

There are some previous studies on euphemisms. One of them was conducted by Avrianti (2014) who studied about Euphemism in Political issues news of the Jakarta Pos online Newspaper. The Findings of this research shows that there are six types of euphemisms found in the data and they are understatement or litotes, metaphor, metonym, implication, reversal or irony, and compounding.

Other researcher, Yuli (2014) she studied about Pragmatic analysis of euphemism in english translation of holy quran by Yusuf Ali. The findings of her

research shows that there are semantic shifts, indirections, understatements, widening, liotes, metaphoricaltransfer, and circumlocution. Other researcher, Angriawan (2013) studied euphemisms in some news of Jakarta Pos. The findings of the reasearch was the forms of euphemisms are word and phrase.

Siska (2013) studied semantic change in euphemistic term in the scripts “Jennifer’s body” movie. The finding the types of euphemism like circumlocution, clipping, abbreviation, quasi-omission, metonymy, hyperbole, understatement, abstraction, but is not found the rhyming slang, remodeling, acronyms, synecdoche, borrowing, indirectness, mispronunciation, plays on abbreviation, and phonetic alphabet. And the other research Sanchez (2014) the findings shows that positive euphemism is the most common device in the realm of sex, especially positively oriented since, between lovers, negative intentions are odd. Apart from lexical alternatives, adverbs, pronouns instead of nouns and clipping are effective euphemistic strategies as well as metonymy.

From the previous relevant studies, this study has some differences. The objects of previous studies were Jakarta Pos online newspaper, Quran, movie . Another difference is the previous studies mostly show that the theories used is deferent. While in this study, the researcher is going to analyze focus in economic news in *Kompas* online newspaper. to shows the presence of the euphemism.

## **B. The Problems of the Study**

In relation to the problems, the problems of the study are formulated as following:

1. What types of euphemisms are found in economic news of *Kompas* online newspaper?
2. How euphemisms realized in economic news of *Kompas* online newspaper?
3. Why euphemisms realized in economic news of *Kompas* online newspaper?

## **C. The Objectives of the Study**

Concerning to the problems of the study as mentioned above, the objectives of the study are as the following:

1. To describe the types of euphemisms are found in economic news of *Kompas* online newspaper
2. To describe the realization of euphemisms in economic news of *Kompas* online newspaper
3. To describe the reasons for the use of euphemisms in economic news of *Kompas* online newspaper

#### **D. The Scope of Study**

The writer taken the data from *Kompas* online newspaper. *Kompas* online newspaper publish in everyday with many topic news, such as politic, economic, sport, infotainment, ect. In this research the researcher focus on analyzing euphemism in economic news part. The data collected from economic news of *Kompas* online newspaper only in January 2017 edition. January 2017 edition choosen by the researher because that is the beginning of year 2017. Where economics news as the main topic diccuss around the world include Indonesia, the rotation of economic start with much plans, and condition of economic in the past year will discuss too. So economic news in January 2017 edition is interesting to be analyzed.

#### **E. The Significance of the Study**

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

##### **1. Theoretical Significance**

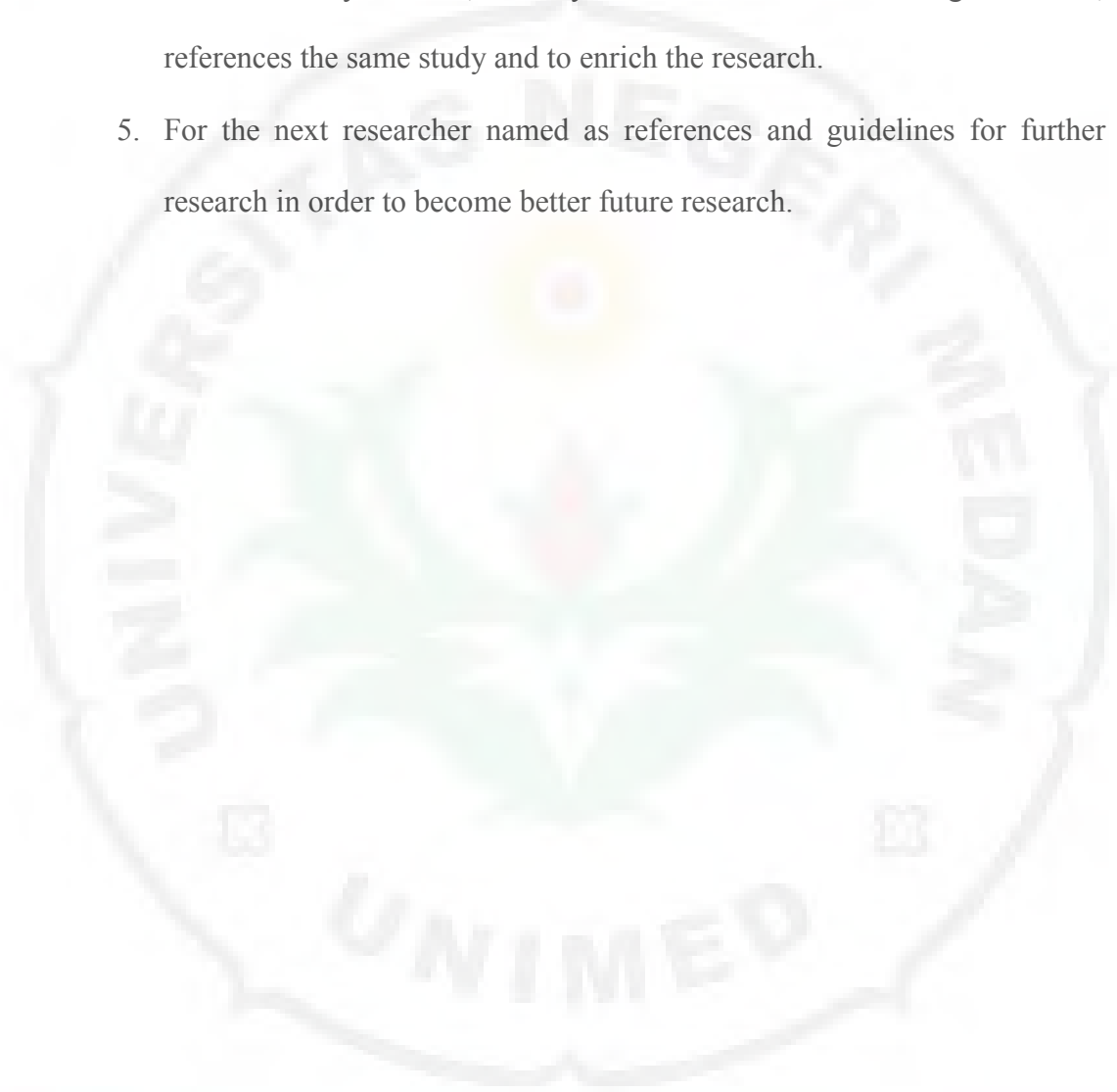
It is expected that this research can give information and enrich the specific knowledge in linguistics field especially on Euphemisms.

##### **2. Practical Significance**

Practically, this research is expected to be useful for the following parties:

1. For all readers that can increase knowledge and skills in analyzing euphemisms use in mass media,
2. For all journalists that can increase knowledge in writing news,
3. For Lecturers named as reference materials and in conducting research,

4. For University student, namely as a collection of reading materials, references the same study and to enrich the research.
5. For the next researcher named as references and guidelines for further research in order to become better future research.



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