

ABSTRACT

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This study deals with the euphemism used by communicators in *Deli Malay* wedding ceremony. The study aimed to investigate the types of euphemism in *tepung tawar* of *deli malay* wedding ceremony. This research was conducted by using descriptive qualitative design. The sources of data were the video of *Deli Malay* wedding ceremony and the audio recording of interview for informants. The data of this study were utterances produced by communicators while were analyzed by using the theory of Allan and Burridge. The findings in this study showed that there were five types of euphemism found in *tepung tawar* of *Deli Malay* wedding ceremony from 17 words, clauses, and phrases, they were: one for substitution (47,06%), metaphor (17,64%), hyperbole (17,64%), figurative expression (11,77%) and circumlocution (5,89%). The meanings of euphemism found in this study were advice, motivation and suggestion to guidance for the bride and groom new life. The reason for using euphemism was to convey their implicit purpose. They established their manner and ethics in speaking, acting, and greetings.

Keywords: *Euphemism, Deli Malay, Tepung Tawar, Wedding Ceremony*

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