

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Language is a means of establishing as well as maintaining human's social relationship. In interpersonal interaction, language users always avoid using words or any expressions which are likely to be unpleasant, inappropriate or even embarrassing. In linguistic studies, such language is known as euphemism which varies in forms and is used for a number of reasons. Nevertheless, the basic motive of using euphemisms is for safe ground interpersonal interaction. Fear, shame, and disgust are three principal factors motivating the language users to euphemize their expressions. To behave politely, people tend to hide factors considered sensitive or offensive that may lead to uncomfortable communication and eventually fail to establish their relationship.

Nevertheless, the expressions that need euphemizing in one culture may not need to be euphemized in another culture. For this reason, it is important to consider that culture influences the way people choose the expressions in their communication.

This leads us to regard euphemisms as products of social language and embodiments of culture as well. The cultural characteristics euphemisms remind us that a certain familiarity with the cultural background of euphemisms is essential to the decoding of euphemisms. One of the uses of euphemisms influenced by culture can be seen in the written manuscript using local language, such as folklores, novels, newspapers articles, etc. Duda (2014) define euphemism is "a word or an expression which is

delicate and inoffensive and is used to replace or cover a term that seems to be either taboo, too harsh or simply inappropriate for a given conversational exchange” and is “the substitution of a more pleasant or less direct word for an unpleasant or distasteful one.

Furthermore, Allan and Burrige (2012) proposed that euphemism is used as an alternative to a dispreferred expression, in order to avoid possible loss of face: either one’s own face or, through giving offence, that of the audience, or some third party. As explained by Allan and Burrige above, euphemisms are used to avoid utterances that hurt someone's heart or speech that is not worth saying.

Euphemism are needed because of several reasons, they are : 1). (Allan 2012) argues that euphemism used as an alternative to a dispreferred expression, in order to avoid possible loss of face. 2). Euphemism used to replace or cover up other words and expressions considered taboo, rude and inappropriate (Duda 2014). 3). Euphemism is used to avoid saying taboo words (Fromklin 2005).

News is very important in our daily life. Sumadiria (2005) argues that news is the fastest report on the latest ideas or facts that are true, interesting and important for most people, through periodic media such as newspapers, radio, television, or internet media. News can be said as a report about an event that is happening or the latest information about an event. It is a fact that is considered important to be immediately conveyed to the public.

Political news/journalism is a broad branch of journalism that includes coverage of all aspects of politics and political science, although the term usually

refers specifically to coverage of civil governments and political power. Political journalism aims to provide voters with the information to formulate their own opinion and participate in community, local or national matters that will affect them. Edward (2016) argues that in an opinion article from theweek.com, political journalism frequently includes opinion journalism, as current political events can be biased in their reporting. The information provided includes facts, its perspective is subjective and leans towards one viewpoint. News of politic can find not only in printed media but also can find in online media. This study used the online mass media that is Republika as the area to find out the news of politic.

Mass media can play a key role in enabling citizens to monitor the actions of incumbents and to use this information in their voting decisions. This can lead to government which is more accountable and responsive to its citizens' needs. In spite of the intuitive plausibility of the preposition, there is comparatively little work in political literature that scrutinizes the role and effectiveness of the media in fulfilling this function. A key feature of the approach taken here is to focus on incentives the media have to produce and disseminate information.

The gap was found by the researcher, that is the politicians are expected to deliver their speech by using euphemism because in order to avoid the harsh or inappropriate word. By using euphemism they can maintain self esteem and not directly accuse the parties concerned.

However, in reality euphemism is used not only to replace words that are considered rude but can hide the real meaning and also describing something which makes the sounds more pleasant. Here the example of preliminary data from news of politic in Republika online mass media.

*UBN (Ustadz Bachtiar Nasir) sedianya diperiksa pada Rabu (8/5) sebagai tersangka dalam kasus dugaan **pidana penggelapan**. Mantan ketua Gerakan Nasional Pengawal Fatwa Majelis Ulama Indonesia (GNPF-MUI) ini diduga menggelapkan dana YKUS dalam kegiatan Aksi Massa 411 dan 212 pada 2017. Namun, UBN tidak hadir.* (Republika.co.id)

(UBN (Ustadz Bachtiar Nasir) was originally examined on Wednesday (8/5) as a suspect in a case of **alleged embezzlement**. The former chairman of the Indonesian Ulema Council Fatwa Guard National Movement (GNPF-MUI) is suspected of embezzling YKUS funds in Mass Action 411 and 212 activities in 2017. However, UBN was not present. (Republika.co.id)

The first example above contained an euphemism. Based on the case, UBN was the person who initiated the 411 and 212 actions in May last time. UBN formed a foundation for the action namely YKUS (Justice Foundation for All). The donors who are willing to fund the action can communicate directly with UBN as the initiator of the foundation. However, UBN did not allocate the funds collected for the action, so UBN was accused of embezzling funds. The word "**embezzlement**" in the news above is an alternative word to describe the real meaning. In this case, UBN did not get the accusation directly but was still in the estimation stage. But the evidence that states that UBN is guilty is very real, namely by not allocating the funds he received for the action that was held. The word **embezzlement** above are in accordance with Murphy's (2010) theory which stated that euphemism is defining as

an alternative way of describing something which makes it sound more pleasant than it really is. The other example will be shown below.

"Kami tidak menutup mata bahwa petugas kami salah mengartikan bahwa C1 situng itu salah dimasukkan ke kotak sehingga kami kemudian harus meminta kepada bawaslu untuk buka kotak (kotak suara)," ujar Ilham di Kantor KPU, Menteng, Jakarta Pusat. (Republika.co.id)

("We did not close our eyes that our officers misinterpreted that the C1 arithmetic was incorrectly put into a box so we then had to ask the Election Supervisory Body to open the box (ballot box)," Ilham said at the KPU Office, Menteng, Central Jakarta).

The second example above means in the last presidential election, there were many mistakes in its implementation. One of the mistakes is seen from the second example above. The organizer of the presidential election acknowledges the mistakes made by his officers and the confession is conveyed directly but in a different way. The word "*we do not close eyes*" is used to replace the statement that the organizers of the presidential election are aware of and admit mistakes that occur.

Serli (2018) who found that the most dominant type of euphemism in politics news is metaphor from 141 utterances, metaphor have 51 utterances in it. She also said that the most dominant function of euphemism is concealing. Besides, related to the additional function of euphemism, it is also line with Serli (2018), who said that euphemism is used to conceal something that difficult to say. While in this research there are various function of euphemism based on the context which found by the researcher. One of them based on Burrige (2012) euphemism is used to define the situation of a group and to disguise ideas that are not pleasing to the reader or listener.

In line with the case above, Therefore, it is line with Shemshurenko (2015), He also found the same function of euphemism. He analyzed political euphemism in mass media. In his research, euphemism is used to camouflaging the reality. While, in this research euphemism is used to camouflage actions, make the wrong action look as usual. His article present a comparing two online periodicals of political correct euphemism.

On the other hand, Fernandez (2014) he also found that the function of euphemism. He analyzed euphemism in British Regional Press about political discourse also. He found that euphemism mostly by understatement, litotes and underspecification for a variety of purposes, namely sensitivity to audience concerns, avoidance of expressions that can be perceived to marginalize socially disadvantaged groups, polite criticism and mitigation – even concealment – of unsettling topics. While, in this research also found the same function of euphemism namely concealment.

1.2 The Problems of the Study

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

- (1) What types of euphemism are used in political news in Republika online mass media?
- (2) How the types of euphemism are realized in political news in Republika online mass media?

(3) Why are the types of euphemism used in the way they are?

1.3 The Objectives of the Study

In relation to the problems of the study, the objectives of this research are :

- (1) To investigate the types of euphemism used in political news in Republika online mass media
- (2) To describe the realization of euphemism in political news in Republika online mass media
- (3) To explain the reason for realization of euphemism in political news in Republika online mass media

1.4 The Scope of the Study

Euphemism is one of the pragmatic study beside politeness, metaphor, others. In this study the researcher investigate about euphemism as a focus and types, process and reason as the sub focus. This study focus on euphemism and will be limited word by word in news of politic in Republika mass media.

1.5 The Significance of the Study

Findings of this study are expected to be relevant theoretically and practically. Theoretically, this study is useful to enrich the theory of sociolinguistic, especially euphemism in mass media. Practically, the findings of this study are useful for :

- 1) The politicians, politicians who want to express or state things that are considered taboo are better to use euphemism.
- 2) The stakeholder, especially for the students of English Department, the result of the study can be purposed to introduce them which referred to euphemism and its realization in mass media.
- 3) Other researchers to conduct other research on the basis of euphemism in which the finding can give surprising progress in sociolinguistic fields.

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