

# CHAPTER I

## INTRODUCTION

### A. The Background of the Study

The importance of language in human life cannot be overstated. Language makes human communication and relationships simpler. Language is so near to human. Human cannot be apart from it in everyday life. You must be able to communicate in the language of the society in where you live in. Otherwise, communicating and integrating someone into that society will be tough. Someone cannot be considered a member of society as a whole unless they can communicate and integrate themselves in public.

People can still talk about something forbidden, but by using the other ways smartly and delicately. One of the techniques is the use of euphemism. This technique allows people to keep saying what they do not want to speak directly without losing their faces (Allan & Burridge, 1991).

Whenever someone speaks to another person in daily life, they typically do so empathically to avoid saying anything that would be awkward. Both spoken and written language are acceptable. The using of spoken and written language has some differences. Chaef (1994) introduces six differences between spoken and written language.

Naturalness, it relates to the belief that spoken language is physically natural to the human organism but writing is not, is one of the contrasts.

Additionally, while speaking to others, such as when delivering a speech in front of an audience or starting a conversation with another person, the speaker does not need to write down what they want to say. On the other hand, if someone uses language in a written form, they need to write it down on a paper or a book as a medium to deliver their message. The euphemism can be found in a newspaper, an article on a website, a magazine, a book, a novel, and so on.

There were many previous study about euphemism, for the example of the study that was conducted by Lailiyah and Yustisia in 2019. Their study analyzes the use of euphemism and dysphemism in the Indonesian novel, which is translated into English. The purpose of this study to find and to explain the used of those terms in the Rainbow Troops Novel by Andrea Hirata. In analysing, descriptive qualitative is used. The data collected through documentation and corpuses. The research revealed that there are a lot of forms and styles in the used of these two expressions. Moreover, this analysis has explained why people speech differently in different social context and by identifying the social function of social language and the way it is used to convey social meaning.

The use of euphemism in a novel is increasingly demanded to avoid misinterpretation or any lawsuits so that its types and functions are significant in language. It is one of the reasons why was the writer chooses this topic. The data that the writer wanted to research is a novel entitled "*Kembang Padang Kelabu*" by Ike Soepomo. Ike Soepomo was one of the best writers during the New Order era. The writer chose this novel to investigate because this is one of the best novels in 1979. This novel has also been made into a film and became the fifth

best film in 1980. The profile of the writer of this novel tends to pick a story based on values of humanism, which focuses on the struggle of women who have to rise from the harsh reality of the past about themselves. The diction used is very polite in presenting a novel about romance. So, this novel was very suitable to be used as an object of research by the writer.

The example of euphemism in novel “*Kembang Padang Kelabu*”.

*Anak tidak sah* = *anak haram*

in english : *child born of wedlock* = *illegitimate child*

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The words above is the example of General for Specific Euphemism.

From the explanation above, this current study analyzed euphemism from “*Kembang Padang Kelabu*” novel. The writer also described the types and the functions of euphemism.

## B. The Problems of The Study

The problems of the study were formulated as follows:

1. What types of euphemisms were found in novel “*Kembang Padang Kelabu*”?
2. Why were euphemisms used in novel “*Kembang Padang Kelabu*”?

## C. 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 novel in "*Kembang Padang Kelabu*".
2. To elaborate the uses of euphemisms in novel "*Kembang Padang Kelabu*".

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

The writer used written word data from the novel "*Kembang Padang Kelabu*" that contained euphemism. Ike Soepomo wrote "*Kembang Padang Kelabu*" which was released in 1979. This book is about a teenage love tale with a basic narrative and language style, as well as a girl who was born of adultery. The writer discussed euphemism from the standpoint of a semantic approach in this study.

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

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

1. Theoretically, the findings of this study were expected to be one of the references and alternative information about euphemism theory in a popular Indonesia's novel. The result of this study was expected to be able to fill the gap of the previous study in the same field.
2. Practically, this research can motivate readers and provide them with tools for performing language analysis based on a semantics study of a sentence in a novel.