



## AN ANALYSIS OF EUPHEMISM USED BY USTAD ABDUL SOMAD IN ISLAMIC PREACH

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### Abstract

In social communication, the using of euphemism is important to establish and maintain the relationship, because euphemism can be used to avoid unpleasant words in communication. The purpose of this study is to find out the forms and types of meaning. In this article, theory of forms and types of meaning are introduced by Warren (1992) and Leech (1981). However, there are two problems in this article. (1) what are the forms and (2) the types of meaning of euphemism used by Ustad Abdul Somad in his preach, The result shows that from 60 data, 12 forms of euphemism with loan word (30%) is the most occurred and 5 types of meaning are found with conceptual meaning (43.3%) is dominant types. The result of the study is loan word from Arabic is the dominant form because the preach talks about islam. Then, background of Ustad Abdul Somad who Studied in Egypt for his bachelor degree which used Arabic language also influence the word choice of using euphemism. Concerning the types of meaning, conceptual meaning is the highest frequencies in this study. It probably because the loan word which do not change the meaning from the source to target of language.

**Keywords:** Euphemism, Islamic preach, *Ustad* Abdul Somad

### A. INTRODUCTION

In general, euphemism can be defined as a word or phrase which replaces the word or phrase which is claimed as taboo, harsh, rude, offensive, or impolite. Fromkin (2005) stated that taboo is a word that is not to be used or at least used to thing consider to be taboo in “polite society”. It means taboo is a strong social prohibition which can be unpleasant or offensive to be heard. According to Wardhaugh (1986) taboo is one way in which a society expresses the disapproval of certain kinds of behaviour believed to be harmful t its members. It means taboo has made people create euphemism to monitor the language use in society.

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In social communication, the using of euphemism is important to establish and maintain the relationship because euphemism can be used to avoid unpleasant word or phrase in communication or conversation. According to Allan and Burrige (1991) euphemisms are word or phrase replace for other words or thought which is offensive to avoid the loss of face: either one's own face or, by giving offense that of the audience, or some third party. It means in using euphemism, speaker has to consider about loss of face of his own, the listener or the other person.

Euphemism can be found in communication or conversation. Nowadays, people can communicate, deliver the message, or share thought and ideas through two ways. Those are offline and online. Offline communication means people communicate each other directly or face to face. While online communication means people communicate through social media such as YouTube. One of the famous topic in Indonesia nowadays in YouTube is islamic preach. There is famous islamic preacher in Indonesia called Ustad Abdul Somad.

The preach which is given by Ustad Abdul Somad uses euphemism because the preach is not always talks about pleasant things. For the example, Ustad Abdul Somad used euphemisms such as "*mencoblos sebelum hari-H*" (voted before the D-day) and "*masuk angin*" (caught a cold). *Mencoblos sebelum hari-H* means the man who does rape or adultery to a woman before marriage which is forbidden in Indonesia, while *masuk angin* means woman who is pregnant before marriage because do sex or adultery with a man. The preach about sex is really taboo to be discussed in public preach, because it might be embarrassing the listener, especially in Indonesia. The preach which talk about people's sins in the past might be insulting certain people. So that, the use of euphemism is needed to avoid insulting or embarrassing the listener in order to maintain the listener self esteem. Because of that, the preach which is delivered by *ustad* Abdul Somad is interesting to be the target of linguistic research of euphemism. This study would try to figure out the forms, and types of meaning of euphemism used in Ustad Abdul Somad preach. Thus the problem that the researcher want to figure out is" 'What are the forms and types of meaning of euphemism used by Ustad Abdul Somad in his islamic preach' which became two research questions (1) What are the forms of euphemism used by *ustad* Abdul Somad in his preach? and (2) What are types of meaning of euphemism used by *ustad* Abdul Somad in his preach?

The theory of forms of euphemism is proposed by Warren (1992) she stated that the need for the euphemism is to protect the speaker/writer, reader /hearer from the possibility of loss of face when follows discussion or 'touchy' or taboo subjects as a tool to maintain pleasant communication. So that, by using euphemism, there is chance to discuss touchy or taboo topic in a mild way. She proposed that there are basically four forms of euphemism; word formation devices which consist of compounding, derivation, blending, acronym, and onomatopoeia. Then, phonemic modification which consist of slang, phonemic replacement, and abbreviation. Loan word and the last semantic innovation which consist of particularization, implication, metaphor, metonym, irony, litotes, and hyperbole.

Theory of meaning which is used in this research is the theory of Leech. According to Leech (1981) the types of meaning can be divided into seven types. They are conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning.

The last, the theory of styles which is used is theory of Joss. In conveying something, speaker tends to use several ways, one of them is using styles in their speech. According to Joss (1976) speech style means the form of language that the speaker uses by the degree of formality. He divided styles in five classes, those are frozen style, formal style, consultative style, casual style, and intimate style.

## **B. RESEARCH METHOD**

This research is descriptive research. According to Fraenkel and Wallen (1993) descriptive method is a method used to explain, analyze and classify something through various techniques, survey, interview, questionnaires, observation, and text. So that, descriptive research approach is used because the data collected in the form of word or phrase and the research is analyzed based on the data. In this research, the researcher collect the data, analyze and interpret them, and lastly draws the conclusion about euphemism used by *ustad* Abdul Somad in his preach.

There are three steps done in order to collect the data. Firstly, the researcher downloaded seven preach videos of Ustad Abdul Somad from *Tafaqquh* YouTube channel in the year of 2018 which duration around 15-30 minutes. After that, the researcher watches the videos of preach, listen carefully. The last, the utterances which contain euphemism will be transcribed into written form. After collecting the data, the researcher analysed the data based on four steps. Researcher classified the data based on their forms, and types of meaning. In addition, the researcher uses table to classify the data in order to make the data easier to be analyzed. Then, The researcher analyzes the data to find the forms, types of meaning, and styles of data. The data is analyzed based on Warren, Leech, and joss' theories of euphemism. Afte that, the researcher will describe and explain the data to give further interpretation in the research. The last step, researcher formulating research conclusions based on data findings and analysis.

## **C. RESULT AND DISCUSSION**

### **1. Research Findings**

#### **a) Forms of euphemism**

There were 60 data in this research. Warren (1992) divided forms of euphemism into four forms. First, word formation devices which consists of compounding, derivation, blending, acronym, and onomatopoeia. Second, phonemic modification which consists of slang, phonemic replacement, and abbreviation. Third, loan word, and the last is semantic innovation which consists of particularization, implication, metaphor, metonym, irony, litotes, and hyperbole.

Table 1. Forms of Euphemism

No.	Forms	Category	Frequency	Percent
1.	Word Formation Devices	Compounding	6	10%
		Derivation	0	0%
		Blending	3	5%
		Acronym	0	0%
		onomatopoeia	0	0%
2.	Phonemic Modification	Slang	4	6.7%
		Phonemic Replacement	0	0%
		Abbreviation	3	5%
3.	Loan Word	Loan Word	18	30%
4.	Semantic Innovation	Particularization	10	16.7%
		Implication	2	3.3%
		Metaphor	6	10%
		Metonym	3	5%
		Irony	1	1.7%
		Litotes	2	3.3%
		Hyperbole	2	3.3%
<b>Total</b>			60	100%

It is found that the dominant form of euphemism used by Ustad Abdul Somad was loan word. It can be seen in table that showed 18 (30%) of the data was loan word euphemisms. The second most dominant form of euphemism was particularization. Based on the table above, it can be seen that 10 (16.7%) of the data was identified as particularization euphemism. meanwhile, the lowest percentage in the table were derivation, acronym, onomatopoeia, and phonemic replacement that showed 0 (0%) or no data were found in those categories.

#### b) Types of Meaning

The data were analyzed based on the theory of Leech (1981). Leech divided types of meaning into seven types; conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning. Table 4 present the findings of types of meaning in Ustad Abdul Somad's Islamic preach.

Table 2. Types of Meaning of Euphemism

No.	Types of Meaning	Frequency	Percent
1	Conceptual Meaning	26	43.3%
2	Connotative Meaning	8	13.3%
3	Social Meaning	11	18.3%
4	Affective Meaning	5	8.3%
5	Reflected Meaning	10	16.7%
6	Collocative Meaning	0	0%
7	Thematic Meaning	0	0%
<b>Total</b>		60	100%

From the table above, it is found that conceptual meaning has the highest occurrences among the seven types of meaning. It can be seen that 26 (43.3) data were classified as conceptual meaning. Meanwhile, the lowest occurrence types of meaning were collocative meaning and thematic meaning which showed 0 (0%) in the data.

## 2. Discussion

The first focus of this study was forms of euphemism. The findings show that loan words is the mostly forms which is used by Ustad Abdul Somad. The example of loan word in the data is *riba (usury)*. The word *riba (usury)* was loan word from Arabic language which means increasing, especially increasing payback in loan money or bank flower. It is suited to the background of Ustad Abdul Somad who Studied in Egypt for his bachelor degree which used Arabic language. According to Wardhaugh (2006) the varieties of language that speakers use reflect matters such as their regional, or social. It means the language use or the choice of words of the speaker can shows their social or regional. Because of Ustad Abdul Somad had spent about four years study using Arabic, it influenced the choice of words in his islamic preach. Furthermore, most of loan words which were found in the data were words from Arabic and this research analyzed about Islamic preach which related directly into Arabic as the based language of Islam.

Furthermore, Ustad Abdul Somad also used English language in using euphemism, English is the international language. The euphemistic words which is used by Ustad Abdul Somad were loan word which is adopted to Indonesian language and loan words from another language without adoption. According to Kemmer (2013) loan word refers to the process of the speakers adopting words from a source language into their native language, and Schendl (2001) said that people loan the word is not only because their native language did not have the word for the thing or concept that their refer to, but because they think the word from another language is somehow better or more prestigious.

The second focus of this study was the types of meaning of euphemism in Ustad Abdul Somad's Islamic preach. Based on the findings, the researcher found that there were 5 types of meaning of euphemism in the data. Those types were conceptual meaning, connotative meaning, social meaning, affective meaning, and reflected meaning.

Conceptual meaning is a type of meaning that mostly found in this research. That is because conceptual meaning which is found mostly from the loan word form. Most of loan word euphemism did not change the meaning based on the context, so that, when a word was loaned from another language the meaning still the same. According to Newmark (1988) the word then becomes loan word does not change the meaning from source language to target language. So that, many data can be categorized as conceptual meaning which made conceptual meaning be the most categorized type found in the Ustad Abdul Somad' Islamic preach.

The other type of meaning which is the second mostly found in this research is social meaning. That is because Ustad Abdul Somad has funny personality and often deliver his preach with casual style. According to Joss



(1976) casual style is a style used in relax situation in informal atmosphere. While using euphemism, Ustad Abdul Somad used euphemism in dialectical language such as *diobok-obok* (dip) or like joke *Adam and Asep* in his preach. Ustad Abdul Somad used that to reduce the offense or unpleasant words to the hearer. According to Leech (1981) social meaning is a piece of language conveys about social circumstances of its use. Furthermore, there are many factors which is refers social meaning, such as dialect, time, province, status, and others.

#### D. CONCLUSION AND SUGGESTIONS

It can be concluded that not all the forms of euphemism found in the Ustad Abdul Soamd islamic preach. The research show that there are 12 of 16 forms are found in the research, those are compounding, blending, slang, abbreviation, loan word, particularization, implication, metaphor, metonym, irony, litotes, and hyperbole. Meanwhile, there are 4 forms are not found in the data, those are derivation, acronym, onomatopoeia, and phonemic replacement forms. The most dominant form which is found in the research is loan word. That is because the background of Ustad Abdul Somad who Studies in Egypt about four years for his bachelor degree has influenced the choice of words in his preach. Moreover, most of loan words which were found in the data were words from Arabic and this research analyzed about Islamic preach which related directly into Arabic as the based language of Islam.

Next, the second focus of this research is to analyze the types of meaning of euphemism in Ustad Abdul Somad' Islamic preach. There are 5 types of meaning found in the data. Those are conceptual meaning, connotative meaning, social meaning, affective meaning, and reflected meaning. The most dominant type of meaning which found was conceptual meaning. That's because most of the data did not change the meaning. It means most of meanings of the data were the meaning without related to the context. Even more, there were many loan words which were found in the data. Most of loan word euphemism did not change the meaning based on the context, it made when a word was loaned from another language, the meaning is still the same.

This research only analyzed the euphemism used in the Islamic preach. Therefore, the researcher suggest to the next researcher to choose other more interesting subject. Furthermore, the future researcher can also study the euphemism in the written form. Meanwhile, the other theory can be used to analyze form of the euphemism, since this research use Warren theory to conduct the research. The researcher hopes that this research can be useful as guidance for the next researcher who is interested in study of euphemism in another scope of study.

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