

**A STUDY OF EUPHEMISM  
USED BY PRESIDENT BARACK OBAMA  
IN THE FIRST INAUGURAL ADDRESS**

**THESIS**

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**Presented to  
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## ABSTRACT

Musfiroh, Uci Nuril. 2013. **A Study of Euphemism Used by President Barack Obama in the First Inaugural Address.** Study Program of English, Faculty of Cultural Studies, Department of Language and Literature Universitas Brawijaya, Supervisor: Isti Purwaningtyas; Co-Supervisor: Didik Hartono.

**Key words:** Sociolinguistics, euphemism, speech, President Barack Obama

As human being, we must understand about communication and its function for daily life. It could be meaningful if it is done by two or group of people. Language is a best tool to conduct communication in order to show ideas and emotion. In fact language affects speech norms of a particular community, it depends on how the society using language. In this study the writer is interested in analyzing euphemism, it is about using mild language to prevent the harsh language in particular terms. The writer examines euphemistic expressions used by President Barack Obama in inaugural address. This study attempts to answer the two research problems, namely: (1) what are types of euphemism used by President Barack Obama in his inauguration speech, and (2) what are motives of President Barack Obama in using euphemisms in his inauguration address.

In analyzing the types of euphemism in this study, the writer uses the theory of Beatrice Warren (1992). She gives four devices for euphemism formation: word formation devices, phonemic modification, loan words, and semantic innovation. Later in analyzing motives in using euphemism, the writer uses theory of Stephen Ullman (1962) where he has three categories of euphemism motives: fear, delicacy fall and propriety. This study uses a qualitative approach to analyze the data in form of transcript that containing euphemistic expression used by Obama.

In the result shown in the transcript proved that Obama used several types of euphemism: 2 compounding, 8 implication, 23 metaphor, 8 metonym, and 2 reversal. In addition, the analysis of motives in using euphemistic expressions found in the inaugural address transcript is 18 motives of delicacy fall, and 25 motives propriety.

The study is expected to be useful for student who concerns in English language and literature department and certainly for students who focus on euphemism research. Through this study, the writer also hopes that this study can help the next researcher to develop this research by using a different object.

## ABSTRAK

Musfiroh, Uci Nuril. 2013. **A Study of Euphemism Used by President Barack Obama in the First Inaugural Address**. Program Studi Bahasa Inggris, Fakultas Ilmu Budaya, Jurusan Bahasa dan Sastra Universitas Brawijaya, Pembimbing I: Isti Purwaningtyas, Pembimbing II: Didik Hartono.

**Kata kunci:** Sociolinguistik, eufemisme, pidato, Presiden Barack Obama

Sebagai manusia, kita harus memahami tentang komunikasi dan fungsinya untuk kehidupan sehari-hari. Bisa menjadi bermakna jika hal itu dilakukan oleh dua atau sekelompok orang. Bahasa adalah alat terbaik untuk melakukan komunikasi dalam rangka untuk mengemukakan ide-ide dan perasaan. Pada kenyataannya, bahasa sangat mempengaruhi norma-norma cara berbicara pada komunitas tertentu, tergantung pada bagaimana masyarakat tersebut menggunakan bahasa. Dalam penelitian ini penulis tertarik untuk menganalisis eufemisme, yaitu mengenai menggunakan bahasa ringan untuk mencegah bahasa kasar dalam hal tertentu. Penulis meneliti ekspresi eufemistik yang digunakan oleh Presiden Barack Obama dalam pidato pelantikannya. Upaya penelitian ini untuk menjawab dua masalah penelitian, yaitu: (1) apa jenis eufemisme yang digunakan oleh Presiden Barack Obama dalam pidato pelantikannya, dan (2) apa motif dari Presiden Barack Obama dalam menggunakan eufemisme dalam pidato pelantikannya.

Dalam menganalisis jenis eufemisme dalam penelitian ini, penulis menggunakan teori dari Beatrice Warren (1992). Dia memberikan empat perangkat untuk pembentukan eufemisme: perangkat pembentukan kata, modifikasi fonemis, kata-kata pinjaman, dan inovasi semantik. Kemudian dalam menganalisis motif dalam menggunakan eufemisme, penulis menggunakan teori Stephen Ullman (1962) di mana ia memiliki tiga kategori motif eufemisme: *fear*, *delicacy fall* dan *propriety*. Penelitian ini menggunakan pendekatan kualitatif untuk menganalisis data dalam bentuk transkrip yang mengandung ungkapan eufemisme digunakan oleh Obama.

Pada hasilnya menunjukkan transkrip membuktikan bahwa Obama menggunakan beberapa jenis eufemisme: 2 *compounding*, 8 *implication*, 23 *metaphor*, 8 *metonym*, 2 *reversal*. Selain itu, analisis motif dalam menggunakan ekspresi eufemistik ditemukan dalam transkrip pidato tersebut adalah 10 motif *delicacy fall*, dan 24 motif *propriety*.

Penelitian ini diharapkan dapat berguna bagi mahasiswa yang berkonsentrasi pada Bahasa Inggris dan jurusan sastra dan tentu saja bagi siswa yang fokus pada penelitian eufemisme. Melalui penelitian ini, penulis juga berharap bahwa penelitian ini dapat membantu peneliti selanjutnya untuk mengembangkan penelitian ini dengan menggunakan objek yang berbeda.

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