

**AN ANALYSIS OF EUPHEMISMS FOUND IN  
THE POLITICAL ISSUES NEWS OF *THE JAKARTA POST*  
ONLINE NEWSPAPER**

**THESIS**

**BY  
NUKE ELOK AVRIANTI  
NIM 105110100111118**



**STUDY PROGRAM OF ENGLISH  
DEPARTMENT OF LANGUAGES AND LITERATURES  
FACULTY OF CULTURAL STUDIES  
UNIVERSITAS BRAWIJAYA  
2014**

## ABSTRACT

Avrianti, Nuke Elok. 2014. **An Analysis of Euphemisms Found in the Political Issues News of The Jakarta Post Online Newspaper.** Study Program of English, Universitas Brawijaya. Supervisor: Muhammad Rozin ; Co-Supervisor: Tantri Refa Indhiarti.

Keyword : Euphemisms, Type of Euphemisms, Motives of using Euphemisms

The political issues which become the highlighted issues in media Indonesia in recent days is the reason of the writer in conducting this study. The writer wants to examine how the euphemistic expression is used in the newspaper when they publish their article. The writer analyzed the political issues news written in The Jakarta Post online newspaper since the development of technology is running very fast so the news updates rapidly by minutes. The Jakarta Post online newspaper is used as the object in this study because this newspaper is one of the most popular English newspapers in Indonesia. There are two problems to be solved in this study, they are: (1) what types of euphemisms are found in The Jakarta Post online newspaper; and (2) what are the motives of using euphemisms in the Jakarta Post online newspaper.

The writer uses Warren's (1992) theory in analyzing the type of euphemisms and Ulmann's (1962) for analyzing the motives. This study is using qualitative method since it needs comprehensible and methodological explanation about the analysis of euphemisms. The data are taken from the online newspaper article containing euphemisms.

This study discovers that there are six types of euphemisms found in the data and they are understatement or litotes, metaphor, metonym, implication, reversal or irony, and compounding. The writer also analyzes the motives behind the using of euphemisms. The writer found two motives used in this study; they are delicacy fall and propriety motive. In this study, delicacy fall motive is used to avoid direct utterance about crime action and in this case is closely related to corruption or bribe. Meanwhile, the propriety motive is used to avoid direct talking about sex or certain body parts, swearing, and in making the expression more polite in the communication.

The writer suggests other students or future researchers who have the same interest on Sociolinguistics, especially Euphemisms, analyze the same study by using the different object and theory. For example, they may take the data from news on TV with more various issues. In addition, other researchers also may conduct the study of euphemisms by combining theories from other linguistic fields such as Semantics or Discourse Analysis.

## ABSTRAK

Avrianti, Nuke Elok. 2014. **Analisis Penggunaan Eufemisme dalam Berita Politik yang Diterbitkan secara *Online* oleh Surat Kabar The Jakarta Post.** Program Studi Sastra Inggris, Universitas Brawijaya.

Pembimbing: (I) Muhammad Rozin (II) Tantri Refa Indhiarti

Kata Kunci: Eufemisme, Tipe Eufemisme, Motif dibalik penggunaan Eufemisme

Penulis menggunakan isu-isu politik yang menjadi topik pembicaraan utama dalam masyarakat dan media Indonesia dalam beberapa bulan terakhir. Penulis ingin meneliti tentang penggunaan eufemisme pada artikel Surat Kabar yang dipublikasikan. Dalam penelitian ini, penulis menelaah tipe – tipe eufemisme pada surat kabar The Jakarta Post yang diterbitkan secara *online*. Hal itu dikarenakan akibat dari perkembangan teknologi yang sangat cepat sehingga berita – berita dari sebuah peristiwa dapat diperbarui dalam hitungan menit. surat kabar The Jakarta Post digunakan sebagai objek penelitian karena surat kabar ini adalah surat kabar berbahasa Inggris yang merupakan salah satu yang paling populer di Indonesia. terdapat dua rumusan masalah dalam penelitian ini yaitu, (1) tipe eufemisme apakah yang digunakan dalam penulisan berita politik pada surat kabar The Jakarta Post; (2) motif apakah yang terdapat dibalik penggunaan eufemisme dalam penulisan berita politik pada surat kabar The Jakarta Post.

Teori dari Warren (1992) digunakan untuk menganalisa tipe eufemisme dan untuk analisa motif digunakan teori dari Ullmann (1962). Penelitian ini menggunakan metode kualitatif karena penelitian ini membutuhkan pemahaman yang dalam dan sistematis tentang analisa eufemisme. Penelitian ini dikategorikan dalam analisa dokumentasi dikarenakan data yang digunakan adalah artikel surat kabar yang mengandung eufemisme.

Penelitian ini menemukan 6 tipe eufemisme pada data, yakni, *understatement* atau litotes, metafora, metonimi, implikasi, kebalikan atau ironi, dan penggabungan. Hanya dua motif yang ditemukan yaitu penghalusan dan kesopanan. Dalam penelitian ini, motif penghalusan digunakan dalam kata – kata tertentu yang berhubungan dengan kasus korupsi dan gratifikasi. Sedangkan motif kesopanan digunakan dalam hal – hal yang berhubungan dengan seks, bagian tubuh dan kegunaannya, umpatan, dan untuk membuat kalimat lebih sopan.

Penulis menyarankan mahasiswa yang lain atau peneliti selanjutnya dalam bidang yang sama yaitu Sociolinguistik, khususnya eufemisme, untuk menganalisa bidang yang sama dengan objek dan teori yang berbeda. Contohnya berita – berita di televisi dengan bermacam isu. Sebagai tambahan, peneliti lain dapat meneliti penggunaan eufemisme dengan mengkombinasikan teori lain dalam bidang Semantik dan bidang Analisa Wacana.

## REFERENCES

- Allen, K., and Burridge, K. (1991). *Euphemism and dysphemism : language used as shield and weapon*. New York: Oxford University Press. Retrieved April 14, 2013, from [https://globaljournals.org/GJHSS\\_Volume12/1-Softboiled-Speech-A-Contrastive.pdf](https://globaljournals.org/GJHSS_Volume12/1-Softboiled-Speech-A-Contrastive.pdf)
- Ekawati, Dyah .A. (2009). A Semantic Change Analysis of The Internet Jargon Used in “Simply Interactive” Tutorials CD entitled “Mengenal Internet”. (Universitas Brawijaya Malang).
- Fernandez, Eliecer. (2006). The Language of Death: Euphemism and Conceptual Metaphorization in Victorian Obituaries. *SKY Journal of Linguistics* (19)2006, 101-130. Retrieved April 15, 2013, from <http://www.linguistics.fi/julkaisut/SKY2006/Fernandez.pdf>
- Gomaa, Y. & Shi, Y. (2012). Softboiled Speech: A Contrastive Analysis of Death Euphemisms in Egyptian Arabic and Chinese. *Global Journal of Human Social Science Volume XI Issue VIII Version I*. Retrieved April 14, 2013, from [https://globaljournals.org/GJHSS\\_Volume12/1-Softboiled-Speech-A-Contrastive.pdf](https://globaljournals.org/GJHSS_Volume12/1-Softboiled-Speech-A-Contrastive.pdf)
- Harris, Robert. (2010). *A Glossary of Litterary Terms*. Retrieved June 30, 2014, from <http://virtualsalt.com/litterms2.htm>
- Hojati, Alireza. (2012). A Study of Euphemisms in the Context of English speaking Media. *International Journal of Linguistics ISSN 1948-5425 2012, Vol. 4, No.4*. Retrieved April 14, 2013, from <http://www.macrothink.org/journal/index.php/ijl/article/download/2933/pdf>
- Karam, Savo. Truths and Euphemisms: How Euphemisms Are Used in the Political Arena. *3L: The Southeast Asian Journal of English Language Studies – Vol 17(1):5 – 17*. Retrieved June 20, 2014, from <http://ejournals.ukm.my/3l/article/download/969/887>
- Linfoot-Ham, K. (2005). The Linguistics of Euphemism: A Diachronic Study of Euphemism Formation. *Journal of Language and Linguistics* 4(2), 227-263. Retrieved April 23, 2013, from [http://www.jllonline.co.uk/journal/4\\_2/linfoot\\_ham.pdf](http://www.jllonline.co.uk/journal/4_2/linfoot_ham.pdf)

- Miles, H.B., and A. M. Huberman. (1994). *Qualitative Data Analysis: An Expanded Sourcebook*. Thousand Oaks California : Sage Publication.
- Musfiroh, Uci .N. (2014). *A study of euphemism used by president barack obama in the first inaugural address*. (Universitas Brawijaya Malang)
- Rawson, Hugh. (1981). *A Dictionary of Euphemisms and Other Doubletalk*. New York: Crown Publishers, Inc.
- Robertson, S., and Cassidy, F. G. (1954).*The development of modern English*. NewYork: Prentice-Hall.Retrieved April 14, 2013, from [https://globaljournals.org/GJHSS\\_Volume12/1-Softboiled-Speech-A-Contrastive.pdf](https://globaljournals.org/GJHSS_Volume12/1-Softboiled-Speech-A-Contrastive.pdf)
- Shi, Yeli. The Role of Metonymy in the Formation of Euphemism in Chinese and English.*Journal of Language Teaching and Research, Vol. 2, No. 5, pp. 1175-1179, September 2011*. Retrieved June 20, 2014, from <http://ojs.academypublisher.com/index.php/jltr/article/download/020511751179/3625>
- Siska, Resmita. (2010). *An analysis of semantic change in euphemistic terms in the script of "jennifer's body" movie*. (State Islamic University Syarif Hidayatullah Jakarta).
- The Jakarta Post (n.d). Retreived March 17<sup>th</sup>, 2014 from <http://Thejakartapost.com/about>
- Tolle, E. (2006). *A new earth, awakening to your life's purpose*. New York: Penguin Group. Retrieved June 20, 2014, from <http://ejournals.ukm.my/31/article/download/969/887>
- Wardhaugh, Ronald. (2006). *An Introduction to Sociolinguistics*. New York, NY, USA:Blackwell.
- Warren, Beatrice. (1992). "What euphemisms tell us about the interpretation of words". *StudiaLinguistica* ,46(2), 128-172.Retrieved April 23, 2013,from[http://www.jllonline.co.uk/journal/4\\_2/linfoot\\_ham.pdf](http://www.jllonline.co.uk/journal/4_2/linfoot_ham.pdf)
- Yule, George. (2010). *The Study of Language: Fourth Edition*. New York :Cambridge University Press.