EUPHEMISM FOUND IN *INSERT TRANS TV* INDONESIAN INFOTAINMENT

THESIS

BY
HIKMAH NOVIANTI AGFARINNISA'
NIM. 11511010011108

STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2015

ABSTRACT

Agfarinnisa', Hikmah Novianti. 2014. **Euphemism Found in Insert Trans TV Indonesian Infotainmen.** Study Program of English, Universitas Brawijaya. Supervisor: Emy Sudarwati; Co-supervisor: Tantri Refa Indhiarti.

Key words: Sociolinguistics, euphemism, *Insert Trans TV*

Language has different characteristics to show its uniqueness. The existence of taboo language as one of the characteristics in each language makes the user of the language should be aware of this prohibition. The use of euphemism is not only to dress up the linguistic taboo, but also to express politeness that can be accepted by people. It is used to avoid people saying certain matters directly and rather to say it into other polite words or acceptable words. In this study the writer is interested in analyzing euphemism, which is about using mild language to prevent the harsh language in particular terms. The writer examines euphemistic expressions used by announcers and presenters of *Insert Trans TV* . This study attempts to answer the two research problems, namely: (1) What types of euphemism are used by announcer and presenter of *Insert* Indonesia infotainment *Trans TV*, and (2) What are the motives of announcer and presenter of *Insert* Indonesia infotainment *Trans TV* in using euphemism.

In analyzing the types of euphemism in this study, the writer uses the theory of 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 Ullman (1962) where he has three categories of euphemism motives: fear, delicacy fall and propriety. In this study, a qualitative approach is used to analyze the data in the form of transcript containing euphemistic expression used by announcers and presenters of *Insert Trans TV*.

The result shown in the transcript proved that announcers and presenters of Insert Trans TV used several types of euphemism: 4 compounding, 2 acronyms, 1 onomatopea, 1 phonemic replacement, 1 loan word, 1 abbreviation, 7 particularisation, 1 implication, 2 metaphor, 3 metonym, 2 reversal, 5 understatement, 2 overstatement. In addition, the analysis of motives in using euphemistic expressions found in the transcript is 3 motives of fear, 19 motives of delicacy fall, and 10 motives of propriety.

The writer suggests the next researcher develop this research by using a different object such as novel, movie, and also from daily activity or daily conversation.

ABSTRAK

Agfarinnisa', Hikmah Novianti. 2014. **Euphemism Found in Insert Trans TV Indonesian Infotainmen.** Program Studi Bahasa Inggris, Universitas Brawijaya, Pembimbing I: Emy Sudarwati, Pembimbing II: Tantri Refa Indhiarti.

Kata kunci: Sosiolinguistik, eufemisme, *Insert Trans TV*

Setiap bahasa memiliki perbadaan karakteristik yang menunjukan keunikannya masing-masing. Keberadaan bahasa tabu sebagai salah satu karakteristik suatu bahasa, mengharuskan para pengguna bahasa untuk lebih berhati-hati terhadap larangan itu. Penggunaan kata euphemisme tidak hanya digunakan sebagai pengganti kata tabu, tetapi juga untuk memperhalus kata tersebut agar diterima oleh masyarakat. Hal itu dimaksudkan untuk menghindarkan orang-orang mengatakan hal-hal tertentu secara langsung dan menggantinya dengan kata yang lebih sopan atau lebih pantas di muka umum. Dalam penelitian ini penulis tertarik untuk menganalisis eufemisme, yaitu mengenai menggunakan bahasa ringan untuk mencegah bahasa kasar dalam hal tertentu. Penulis meneliti ekspresi eufemistis yang digunakan oleh para penyiar dan presenter di *Insert Trans TV*. Upaya penelitian ini untuk menjawab dua masalah penelitian, yaitu: (1) apa saja jenis euphemistic yang digunakan oleh para penyiar dan presenter di *Insert Trans TV*. dan (2) apa saja motif yang digunakan oleh para penyiar dan presenter di *Insert Trans TV*.

Dalam penelitian ini, penulis menganalisis jenis eufemisme dengan menggunakan teori dari Warren (1992). Dia memberikan empat perangkat untuk pembentukan eufemisme: perangkat pembentukan kata, modifikasi fonemis, kata-kata pinjaman, dan inovasi semantik. Kemudian dalam menganalisis motif dari penggunaan eufemisme, penulis menggunakan teori 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 para penyiar dan presenter di *Insert Trans TV*.

Pada hasil yang diperoleh dari transkrip membuktikan bahwa para penyiar dan pembawa acara di *Insert Trans TV* menggunakan beberapa jenis eufemisme: 4 *compounding*, 2 *acronyms*, 1 *onomatopea*, 1 *phonemic replacement*, 1 *loan word*, 1 *abbreviation*, 7 *particularisation*, 1 *implication*, 2 *metaphor*, 3 *metonym*, 2 *reversal*, 5 *understatement*, 2 *overstatement*. Selain itu, motif yang ditemukan dari ekspresi eufimistis dalam transkrip tersebut yakni 3 motif *fear,* 19 motif *delicacy fall*, dan 10 motif *propriety*.

Penulis menyarankan kepada peneliti selanjutnya untuk dapat mengembangkan penelitian ini menggunakan objek yang berbeda seperti novel, film, dan aktifitas sehari-hari atau percakapan sehari-hari.

REFERENCES

Allan, K., and Burridge, K. (1991). *Euphemism and Dysphemism : Language Used As Shield and Weapon.* New York: Oxford University Press.

Ary et all. (2002). *Introduction to Research in Education*.Wadsworth Group, USA.

Anonym. (2011). *1 Bab 1 pendahuluan 1.1 latar belakang perkembangan media.* Retrieved October 4, 2014. From http://thesis.binus.ac.id/doc/Bab1/2011-2-01099MCBab1001.pdf

Avrianti, Nuke Elok. 2014. *An Analysis of Euphemisms Found in the Political Issues News of The Jakarta Post Online Newspaper.* Study program of English Department of Languages and Literatures Faculty of Cultural Studies Universitas Brawijaya 2014.

Bayley, R., Lucas,C. 2007. *Sociolinguistics Variation Theories, Methods, and Variations*. New York: Cambridge University Press.

Ham ,Kerry Linfoot. 2005. The Linguistics of Euphemism. *A Diachronic Study of Euphemism Formation.* USA :University of Florida.

Krauss, Robert M. & Chiu, Chi-Yue. (no year). *Language and Social Behavior*. Boston: McGraw-Hill.

Miles, H.B., and A. M. Huberman. (1994). *Qualitative Data Analysis: An Expanded Sourcebook.* Thousand Oaks California : Sage Publication.

Musfiroh, Uci Nuril. 2013. *A Study of Euphemism Used by President Barack Obama in the First Inaugural Address.* Study program of English Department of Languages and Literatures Faculty of Cultural Studies Universitas Brawijaya 2014.

Oxford. (2013). *Oxford Learner's Pocket Dictionary.* Oxford University Press.

Patton, M. (1990). *Qualitative evaluation and research methods*. Beverly Hills, CA: Sage.

Pour M.A., Behnaz Sanaty (2010). *A Study of Euphemisms from the Perspectives of Cultural Translation and Linguistics*. Islamic Azad University, Shahreza Branch

The Free Dictionary. (2009). *Infotainment.* Retrieved October 4, 2014. From http://www.thefreedictionary.com/infotainment

Trans TV Multimedia Team. (2013). Retrieved October 21, 2014. From http://www.transtv.co.id/index.php/programs/view/11/27#.VEYTO0BQbNI

Trans TV Multimedia Team. (2013). Retrieved October 18, 2014. From http://www.transtv.co.id/index.php/about#.VEH_j0BcBGA

Ullmann, S. (1962). *Semantics : an introduction to the science of meaning*. New York: Barnes and Noble. 24

Wardaugh,R. 2006. *An Introduction to Sociolinguistics 5th Edition*. Oxford: Blackwell Publishing.

Warren, B. (1992). What Euphemism Tell Us About the Interpretation of Words. *StudiaLinguistica*, 46(2), 128-172.

Wikipedia, the free encyclopedia. (2014) Retrieved October 21, 2014. From http://id.wikipedia.org/wiki/Insert

Yule, George. (2006). *The Study of Language*. Third Edition. New York: Cambridge University Press.