

FORMS AND TYPES OF EUPHEMISM FOUND ON SITES OF TEMPO.CO AND YESS-ONLINE.COM

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Abstrak

Penelitian ini bertujuan untuk menemukan bentuk-bentuk dan tipe-tipe pemakaian kata pelembut atau eufemisme di media online. Metode penelitian yang digunakan adalah metode deskriptif untuk menganalisis data dalam bentuk tertulis, serta menggambarkan dan mengolah data berdasarkan situasi. Data pada penelitian ini diperoleh dari berita di alamat website *Tempo.co* and *Yess-online.com* dari bulan April 2013 and May 2013. Hasil penelitian ini menunjukkan bahwa *tempo.co* terdapat 11 bentuk ungkapan eufemisme terdiri dari bentuk *compounding, derivation, acronym, slang, loan words, particularization, implication, metaphor, metonym, irony* dan *litotes*. Sedangkan di *yess-online.com* terdapat 9 bentuk kata eufemisme yang terdiri dari bentuk *compounding, slang, loan words, particularization, implication, metaphor, irony, litotes* dan *hyperbole*. Sedangkan untuk tipe-tipe kata eufemisme, terdapat dua tipe yakni tipe positif dan tipe negatif kata eufemisme.

Kata Kunci: *Figurative language, Euphemism*

A. Introduction

In daily communication, people often use figurative language because it helps people to understand a person or situation and it builds trust and respect. According to Fromklin (1993), figurative language refers to words, and groups of words, that exaggerate or alter the usual meaning of the component words. It is also about understanding the emotion behind the information because it is more than just the action of exchanging information. Furthermore, it can also help in avoiding conflict in communication. Therefore, figurative language is needed in communication.

One of parts of the figurative language is euphemism. Euphemism exists in our society because euphemism words and expressions allow us to avoid unpleasant things which may ensue because of the things which have been said. For example: “*di bebas tugaskan*”. This phrase means that the person being talked is fired. The expression of “*di bebas tugaskan*” is better than use “*di pecat*” because “*di pecat*” or “*fired*” seem rude words or unpleasant word. This

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illustration is a good example of how euphemism is used in communication. It also shows that in euphemism uses functions to achieve some effects which in the end produce special meaning with concerns to specific situation the communication take place.

Euphemism is also used to avoid saying taboo words. Taboo is a word that is not to be used or the least used thing consider to be taboo in “polite society” (Fromkin, 2005:476). It means that taboo is a strong social prohibition against words, objects, actions, discussions, or people that are considered undesirable or offensive by society. People tend to avoid the taboo topics or areas like sex, death, social status, social occupation and others. In this way, people use euphemism for avoiding unpleasant situation resulting from the mention of taboo topics. The use of euphemism has been common in subject areas in which the people do not like talking about them directly. Euphemism is widely used as a social tool to avoid offending other people and to be polite because euphemism can protect them from misfortune. In a way, the polite function of euphemism may be more important and useful in daily life. Hence, it can preserve the stability and keep social relationship among the society or community members.

In addition, Wardaugh (1986: 237) states that euphemism refers to certain things are not said because people do not talk about those things, or, if those things are talked about, they are talked in very roundabout ways. Similarly, O’ Grady at all (1992:554) state that euphemism is the avoidance of words which way be seen an offensive, observed or somehow disturbing to listener and reader. It shows that the use of a euphemism is not only found in daily communication, but it is also found in the language used by the authorities and the mass media. Interestingly, mass media language must be absolutely clear, short, dense, simple, concise, and interesting but it cannot leave to use of euphemism. Journalists should consider who the reader is because journalists have to avoid of using unpleasant word to give a good understanding to the readers. In this case, errors of perception and interpretation of the word meaning are caused of the word may have more than one meaning. Therefore, euphemism in mass media language is necessary to replace impolite words become more polite.

Warren in Linfoot-Ham (2005:228) states that the need for euphemism is both social and emotional, as it allows discussion of 'touchy' or taboo subjects without enraging, outraging, or upsetting other people, and acts as a pressure valve whilst maintaining the appearance of civility. He says that there are basically four forms of euphemism; word formation devices, phonemic modification, loan words, semantic innovation. Then, Fujita (2004) says that there are two types of euphemisms; positive euphemism and negative euphemism.

Moreover, other researchers usually obtain the data from printed media such as newspaper, magazine, and novel. That is why the writer wants to do the research the euphemism through mass online media, especially in *Tempo.co* and *Yess-online.com*. There are different social variables happened in this case between these sites because it can differentiate one group period with other group period. People can identify the speaker’s age because every step of human development period uses different variety of language because the language between teenagers and adults is different. The *Tempo.co* is commonly for adults. Meanwhile, the *Yess-online.com* is commonly for teenagers. Hence, it is very interesting to indentify euphemism differences between adults and teenagers.

There are reasons why the writer chooses this topic. First, language is very sensitive. By having good communication, people can keep social relationship among them. Second, euphemism exists in areas of daily life and communication which related to society or communities members and language development especially in mass media. Third, online mass media can be browsed easily that why people all over the world can participant in delivering their ideas, comments, suggestions or events their disagreement, it is related with selected topic. Fourth, online mass media *Tempo.co* and *Yess-online.com* are the national online mass media in Indonesia that will seems interest and attract the reader intention to read it more. Finally, mass online media has been used by society and it has been necessity to get the information.

The purpose for doing this research are (i) To identify the forms of euphemism used in online mass media *Tempo.co* and *Yess-online.com* published on April and May 2013 and (ii) To identify the types of euphemism used in online mass media *Tempo.co* and *Yess-online.com* published on April and May 2013.

B. Research Methods

This research was conducted by using a descriptive research because the research describes phenomena of language used in writing mass media found in online *Tempo.co* and *Yess-online.com* and identified the data based on the theory which have been found. According to Selinger and Shohami (1989:124) a descriptive research involves a collection of techniques used to specify or describe naturally occurring phenomena without experimental manipulation. It can be concluded that descriptive research is a research that tries to describe, interpret and overcome the problem clearly based on the accurate data.

The data of this research were the words, phrases and clauses contain euphemism. The sources of data were taken from internet because the sources of the data are collected from online mass media; *www.tempo.co* and *yess-online.com* which were published on around April 2013 and May 2013. There were several instruments for collecting the data. Writing equipments such as laptop, computer, pen, paper or book and ruler were needed because those materials helped to collect the data. Also, the researcher used internet access to get the data in those websites. In order to make the process of collecting the data becomes easier; check list table was created to arrange the euphemism words into one place, so the data can be seen quickly. To make easier the analysis of the data, the researcher used the indicators for doing this research.

The researcher browsed the data from internet through browsing the sites; *Tempo.co* and *Yess-online.com*. The data were identified based on the words, phrases and clauses which consist of euphemism by typing them all of the euphemism into a note. Writer rewrote or typed the data into soft data. The data were written down on the papers, book or laptop after the data found into tables after that the data were analyzed.

C. Findings and Discussion

The researcher took 125 data of euphemisms. It consisted of 80 euphemisms' data from *Tempo.co* and 45 euphemisms' data from *yess-online.com*. The data were taken around April 2013 and May 2013 to be

analyzed. According to Warren in Linfoot-Ham (2005:228), all of euphemism was formed into word formation devices (compounding, derivation, blending, acronym, and onomatopoeia), phonemic modification (slang, phonemic replacement, and abbreviation), loan words and semantic innovation (particularization, implication, metaphor, metonym, irony, litotes, and hyperbole). In Tempo.co, there were 11 forms of euphemism. Meanwhile, there were 9 forms of euphemism which are found in yess-online.com. Moreover, Fujita (2004) says the euphemism was classified into positive euphemism and negative euphemism. In order to know the clearly explanation, the occurrence of forms and types of euphemism performed into this following table.

1. The forms of euphemism used in online mass media *Tempo.co* and *Yess-online.com*

Table 4.1 Percentage the Forms of Euphemism Found in Tempo.co

No.	Forms of Euphemism in Tempo.co	Frequency	Percentage
1.	Compounding	7	8.75%
2.	Derivation	2	2.5%
3.	Acronym	2	2.5%
4.	Slang	3	3.75%
5.	Loan Words	13	16.25%
6.	Particularization	12	15%
7.	Implication	20	25%
8.	Metaphor	4	5%
9.	Metonym	10	12.5%
10.	Irony	2	2.5%
11.	Litotes	5	6.25%
Total		80	100%

Table 4.2 Percentage the Forms of Euphemism Found in yess-online.com

No.	Forms of Euphemism in yess-online.com	Frequency	Percentage
1.	Compounding	1	2%
2.	Slang	5	11%
3.	Loan Words	9	20%
4.	Particularization	4	9%
5.	Implication	11	24%
6.	Metaphor	3	7%
7.	Irony	4	9%
8.	Litotes	3	7%
9.	Hyperbole	5	11%
Total		45	100%

The two tables above show the findings of forms of euphemism in Tempo.co and yess-online.com. Table 4.1 shows the finding in the forms of euphemism in Tempo.co. There were 80 euphemisms from Tempo.co and those euphemisms consisted of 12 forms of euphemism. In Tempo.co, the researcher found 7 (8.75%) of compounding, 2 (2.5%) of derivation, 2 (2.5%) of acronym,

3 (3.75%) of slang, 13 (16.25%) of loan words, 12 (15%) of particularization, 20 (25%) of implication, 4 (5%) of metaphor, 2 (2.5%) of irony, 5 (6.25%) of litotes. Hence, the table above shows that the form of euphemism is mostly used by the journalists in Tempo.co is implication.

Table 4.2 shows the finding in the forms of euphemism in yess-online.com. There were 45 euphemisms from yess-online.com and those euphemisms consisted of 9 forms of euphemism. In yess-online.com, the researcher found 1 (82%) of compounding, 5 (11%) of slang, 9 (20%) of loan words, 4 (9%) of particularization, 11 (24%) of implication, 3 (7%) of metaphor, 4 (9%) of irony, 3 (7%) of litotes, 5 (11%) of litotes. So, the table above shows that the form of euphemism is mostly used by the journalists in Tempo.co is implication.

2. The types of euphemism used in online mass media *Tempo.co* and *Yess-online.com*

Table 4.3 Percentage the Types of Euphemism Found in Tempo.co

No.	Types of Euphemism in Tempo.co	Frequency	Percentage
1.	Positive Euphemism	49	61%
2.	Negative Euphemism	31	39%
Total		80	100

Table 4.4 Percentage the Types of Euphemism Found in yess-online.com

No.	Types of Euphemism in yess-online.com	Frequency	Percentage
1.	Positive Euphemism	25	56%
2.	Negative Euphemism	20	44%
Total		45	100

These are the findings of types of euphemism in Tempo.co and yess-online.com. From the table above shows that there were two types of euphemism. They are positive euphemism and negative euphemism. In table 4.3, the researcher found 49 (61%) of positive euphemism and 31 (39%) of negative euphemism in Tempo.co. Moreover, there were 25 (56%) positive euphemism and 20 (44%) negative euphemism in yess-online.com. Therefore, the data show that the positive euphemism is mostly used in Tempo.co and yess-online.com.

In this research, there are some indicators to classify those data become euphemism. Most of the data are such kind of indirect speech or word in to avoid the bad connotation when the readers read that news. It also hides unpleasant idea, even when the term for them is not necessarily offensive. When journalists want to avoid taboo words they usually choose good words because everyone wants to get their respect. Hence, a good word and polite word in *Tempo.co* and *Yess-online.com* are used to avoid embarrassing and bad feeling in order to make polite communication in the society.

Based on the finding, there were twelve euphemism's forms in *Tempo.co* and *Yess-online.com* The researcher found the form of implication euphemism. Implication is one of kinds euphemism and communicative strategy that used by the journalists in order to make public avoid a bad feeling when read the news. For instance, the phrase of **keterbatasan ekonomi** is indicated as euphemism because is used as an alternative expression in order to avoid possible loss of

faces that of the audience. This euphemism means *proverty* “*miskin*”. The phrase **keterbatasan ekonomi** is reflective meaning because indirectly, when the readers read that news, they adopt polite tone to express displeasure thing. Therefore, implication in *Tempo.co* and *Yess-online.com* is used to substitute an inoffensive or pleasant word by hiding the truth by using polite words.

Other form of euphemism that mostly used by the journalists in the research is the forms of loan word euphemism is mostly used in those sites. For example, the word of **Sex education** is kinds of euphemistic word. The word of **Sex education** (*pembelajaran seks*) is included into loan word because it is the adopted from the foreign language “**Sex education**”. Loan word is adopted by the speakers of one language from a different language or the source language. The journalists used this word because own language does not have a word for an object or concept, but because they think that the same word in the source language is somehow better to avoid offensive.

Loan word is used if other speakers of source language who are from different region speak with native language in one area and they do interaction each other. It can make new words to develop in the future then easier to understand. Beside to express an idea which does not occur in a language, the use of loan word has an important role to show someone’s class or level, whether he or she is prestigious or not. McMahon (1999: 201-202) states there are two reasons of borrowing. First reason is necessity. Readers may try to find a word from other language to refer to some unfamiliar object or concept that the language does not have or to fill a void in describing new concepts which then demands a term to identify it. The second reason is social reason that depends on perception of prestige. So, it is a fact that people often imitate someone that they think is higher than them on the prestigious or social level.

The other finding that researcher found in this research is the type of euphemism used by *Tempo.co* and *Yess-online.com*. From the finding, the positive euphemism is mostly used in *Tempo.co* and *yess-online.com*. The journalists rather used the type of positive euphemism is mostly used than negative one because the positive euphemism is inflated and magnify. It makes the euphemized items seems altogether grander and more important than they really are. From the samples of *Tempo.co* above there were also several words that categorized as the types of positive euphemism. One of the samples is **Turun Tangan** phrase. It is kind of positive euphemism since the word is magnified and inflated. It also makes the euphemized items seems altogether grander more important than really are. This euphemism also hides inappropriate term based on the context of this news. Moreover, researcher also found the type of positive euphemism mostly in *Yess-online.com*. From the samples above there were several words and phrases that categorized as the type of positive euphemism. One of the samples is **galau** word. It includes positive euphemism because it is offset the power of tabooed word.

The journalists also used the negative type of euphemism in *Tempo.co* and *Yess-online.com*. Here, Negative euphemism is deflate and diminish. They are also defensive in nature, offsetting the power of tabooed terms. From the samples of *Tempo.co* above there were several words that categorized as the types of negative euphemism. One of the samples is **Lelaki hidung belang**. **Lelaki hidung belang** is a negative euphemism is created by hiding the truth based on the text above with the negative expression of its opposite. This euphemism is included negative euphemism because it hides its real meaning. It

is also offsetting the power of tabooed terms. Then, in *Yess-online.com* negative type of euphemism is also used. From the samples above there were several words and phrases that categorized as the type of negative euphemism. One of the samples is *Lumpuh* word. It includes into negative euphemism because it is diminish its real meaning. They replace language that people to avoid using.

There are some distinctions between previous studies about euphemism. First, Komala in 2005 studied “Euphemism Used in Criminal News of Buser Program on SCTV”. She did a research about the aspects of euphemism in Buser program on SCTV and investigated the news presenter of Buser uses euphemism in presenting criminal news or not. The research was done on field of criminal euphemism on Buser Program on SCTV. She found the meaning, type and function of euphemism that is used in criminal news of Buser program on SCTV. However, this research focused on the forms and the types of euphemism in online mass media. This belongs to pragmatic study because it tends to see how *Tempo.co* and *Yess-online.com*

Then, the previous study of abbreviations was conducted by Sari (2009). She analyzed about “Euphemisms used in *Cosmopolitan* and *Cosmo Girl Magazine*”. In her research, she observed the 37 euphemisms in two magazines that use euphemism in sex and life style. In her research, she focused on analyzing euphemisms in the field of pragmatics. She found many kinds of euphemism in those magazines. She also found the meaning, type and faction of euphemism that is used in *Cosmopolitan* and *Cosmo Girl Magazine*. Meanwhile, this research was found 203 samples of euphemisms. It is consisted from 103 euphemisms’ data from *Tempo.co* and 100 euphemisms’ data from *yess-online.com*. This research just focused on the forms and the types of euphemism in online mass media.

D. Conclusion and Suggestions

Tempo.co used 11 forms of euphemism. They were compounding, derivation, acronym, slang, loan words, particularization, implication, metaphor, metonym, irony and litotes. On the other hand, there were 9 forms of euphemism in *Yess-online.com*. They were compounding, slang, loan words, particularization, implication, metaphor, irony, litotes and hyperbole. The form of euphemism is mostly used by the journalists in *Tempo.co* and *Yess-online.com* is implication. Hence, it is the fact that the journalists generally attempt to reduce bad feeling and less freighted to the society by using a foreign language in order to more polite words without changing the real meaning.

For the types of euphemism, the researcher found the type of positive euphemism mostly used in *Tempo.co* and *Yess-online.com*. The positive euphemism is inflated and magnify. It makes the euphemized items seems altogether gender and more important than they really are. Positive euphemism also hides inappropriate term based on the context of this news. The type of negative also found in this research. Here, negative euphemism is deflated and diminishes. They are also defensive in nature, offsetting the power of tabooed terms.

Euphemism can be investigated based on pragmatic and some other linguistic study. There are many aspects that can be analyzed about euphemism some other linguistic study such as semantics, sociolinguistics, psycholinguistics and anthropological linguistics. This research only analyzed about the

euphemism in online mass media. There are so many sources or objects that can be used in analyzing euphemism like: movies and publications should be carried out to see the strategies employed and cultural differences. Other sources can be taken as the source of data to see whether the different source make different conclusion. The researcher suggests other researchers that might be interested in analyzing about euphemism could continue this analysis from other aspects related to this topic.

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