



## **AN ANALYSIS OF EUPHEMISM IN CRIMES AND POLITICS NEWS OF POSMETRO PADANG**

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### **Abstract**

This research describes about types and functions of euphemism found in crimes and politics news of Posmetro padang newspaper. The source of data is crimes and politics news during Ramadan, May 16-June 13 2018. From the analysis, in the crimes news there are 9 types of euphemism, namely: metaphor (51), hyperbole (3), circumlocution (6), acronym (22), abbreviation (20), omission (3), synecdoche (2), idiom (12), and metonymy (7). Whereas, in political news uses 6 types of euphemism, namely: metaphor (29), circumlocution (6), acronym (8), abbreviation (8), idiom (12), and litotes (7). Crimes news uses 141 euphemisms and politics news uses 70 euphemisms. Furthermore, there are 2 functions of euphemism in crimes news, they are: concealing (122) and veiling (17). Then, 1 function of euphemism in politics news, concealing (70). So, the most dominant type of euphemism in crimes news and politics news is metaphor, and the most dominant function of euphemism in crimes and politics news is concealing.

**Key words:** euphemism, types of euphemism, functions of euphemism

### **A. INTRODUCTION**

Almost every day, humans watch, read, or listen to news through various media, whether it is related to them or not. The news are delivered through many kinds of media, starting from print media to digital media. In digital media news is presented in websites, radio, and TV broadcasts. While in printed media, news is presented in newspapers and magazines. News is important for a number of reasons within a society. Mainly to inform the public about events that are around them and may affect them.

According to Sumadiria (2005:65), news is the fastest report on the latest ideas or facts that are true, interesting and important for most people, through periodic media such as newspapers, radio, television, or internet media. News can be said as a report about an event that is happening or the latest information about

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an event. It is a fact that is considered important to be immediately conveyed to the public.

Journalists, in writing or conveying news are required to use acceptable language. acceptable here means language that is not offensive to others, even though the news that is delivered is not always positive news. This reason forces the journalists to use euphemism to convey the news, to make unmentionable concepts become mentionable and less offensive, otherwise, it is categorized as a good and acceptable thing. This is done so that the permit for publishing the newspaper is not revoked. So, the information made is slightly refined.

The term used to replace "rude" word in the news about sensitive or embarrassing topics like death or the bodily functions is called euphemism. Chi Ren and Hao Yu (2013:45) emphasize euphemism is the efforts of human to use suitable language style to achieve an ideal communication effect in social communication. Thus, in social communication, someone needs to consider the situation to choose appropriate language style so that an effective communication can be achieved. By using euphemisms in communication, it can replace the rude words or phrases to preserve the stability and keep the social relationship among the society.

Euphemism is a part of semantics. Semantic means the study about meaning of words, phrases, and sentence structure. Yule (1996:114) mentioned that "Semantics is the study of the relationships between linguistic forms and entities in the world; that is, how words literally connect to things." In other words, semantics is commonly considered to be the study of meaning in language or the study of linguistics reference and truth conditions in language. However, Cutting (2002:1) defined that semantics is the study of what words mean regardless its context. The meaning of words depend on themselves, not context nor anything else.

Meaning can be classified into several types. According to Geoffrey Leech in 'Semantics: The Study of meaning' (1990) breaks down meaning into seven types. They are: (1) conceptual meaning, (2) stylistic meaning (social meaning), (3) affective meaning (emotive meaning), (4) reflected meaning, (5) collocative meaning, (6) thematic meaning, and (7) connotative meaning.

Connotative meaning is a part of semantics which related to euphemism, since connotative meaning a meaning that arises as a result of social attitudes, personal attitudes, and additional criteria imposed on a conceptual meaning. By using euphemisms, words associated with unpleasant and negative connotations can be replaced with those associated with pleasant or neutral connotation.

Euphemism words and expressions allow someone to talk about unpleasant things and 'neutralize' the unpleasantness. Fromkin (2005:476), euphemism is used to avoid saying taboo words. Taboo is a word that cannot be used or the least used thing considers being taboo in "polite society". 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 euphemisms for avoiding unpleasant situation resulting from the use of taboo.

Then, Fernandez (2006: 103) adds that euphemisms are words (or phrases) substituted for other words thought to be offensive to avoid the loss of face: either

speaker's face, listener's face by giving offense that of the audience, or some third party. It also works as an alternative to a not preferable expression in order to avoid possible loss of face.

Allan & Buridge (1991) divided types of euphemism into thirteen categories, they are: Metaphor, Hyperbole, Circumlocution, Abbreviation, Acronym, Omission, Clipping, Remodeling, Reduplication, General- for specific (synecdoche), Metonymy, and Idiom. While, Luchtenberg in Grillo (2005) divided functions of euphemism into two, they are: concealing and veiling. Euphemism are mostly found in crimes and politics news.

Crimes news is news or reports about crimes obtained from a crime event. News included in the crime news are murder, fraud, rape, pickpocketing, theft, robbery, drugs, brawls, persecution and so on that violate the law. While Politics news is a branch of journalism that covers coverage of all aspects of politics and political science, although the term usually refers specifically to the scope of civil administration and political power. Both of the news are risky and more likely to contain bad connotation words. So, euphemism is often used in those types of news.

Based on the explanation above, the purpose of this research is to find out types and functions of euphemism in crimes and politics news of Posmetro padang newspaper. A variety of situations require someone to use a euphemism. For instance, journalist uses euphemism in his writings to decrease insulting effect and sounds educated. The tendency to use euphemism is often found in the language of the press. This is done so that the permit for publishing the Posmetro padang newspaper is not revoked.

## **B. RESEARCH METHOD**

Type of this research was descriptive since the data were in the form of text. The data would be analysed descriptively based on crimes and politics news texts. Descriptive method was appropriate for this research which was aimed at describing types and functions of euphemism and how they are applied in crimes and politics news of Posmetro padang. According to Cresswell (2013), the descriptive research tries to describe, explain, and interpret conditions of present. The purpose of the descriptive research is to examine a phenomenon that occurs at a specific place and time. By applying this research method, the researcher tried to describe the current problem based on the accurate data.

The data of this research were all euphemisms found in crimes and politics news. The source of data was taken from all crimes and politics new which involves the euphemism. The researcher collected the data from the Ramadhan edition of Posmetro Padang. The researcher bought and collect Posmetro Padang newspaper from 16th May -13 June 2018. The data analysed based on types and functions of euphemism.

To collect the data, the researcher needed several instrumentations such as, stationary like pen and highlighter were used to mark the data in the news. Then, other instruments that needed in this research were wi-fi connection, laptop, and phone, to support the data collecting process.

## C. RESULT AND DISCUSSION

### 1. Finding

#### 1) Types of Euphemism

There were 211 data in this research. The data were divided into two categories, crimes news and politics news. There were 141 data of euphemism found in crimes news, and 70 data of euphemism found in Politics news. In crimes news, the writer use 9 types of euphemisms, they are: metaphor, hyperbole, circumlocution, acronym, abbreviation, omission, synecdoche, idiom, and metonymy. While, in the politics news the writer use 6 types of euphemisms, they are: metaphor, circumlocution, acronym, abbreviation, idiom, and litotes.

Table 1. Types of Euphemism

No.	Types of Euphemism	Crimes News		Politics News	
		Freq.	%	Freq.	%
1.	Metaphor	51	36,17%	29	41,42%
2.	Hyperbole	3	2,12%	-	-
3.	Cicumlocution	6	4,25%	6	8,57%
4.	Acronym	22	15,60%	8	11,42%
5.	Abbreviation	20	14,18%	8	11,42%
6.	Omission	3	2,12%	-	-
7.	Synecdoche	2	1,41%	-	-
8.	Idiom	32	22,69%	12	17,14%
9.	Metonymy	2	1,41%	-	-
10.	Litotes	-	-	7	10%
<b>Total</b>		141	100%	70	100%

From the tabel above, it shown that metaphor is the dominant types of euphemisms used in crime and politics news. There were 51 metaphor euphemisms (36,17%) used in the crimes news, and there were 29 metaphor euphemisms (41,42%) used in the politics news. Based on the percentage, crimes news use more metaphor euphemisms than politics news. In the second types, there were 3 hyperbole euphemisms (2,12%) used in crimes news, while in politics news hyperbole was not found. In the third types, there were 6 circumlocution euphemisms (4,25%) used in crimes news, and in politics news also found 6 circumlocution (8,27%). Then, there were 22 acronym euphemisms (15,60%) found in crimes news, and there were 8 acronyms (11,42%) used in politics news.

Next, there were 20 abbreviation (14,18%) used in crimes news, while in politics news there were 8 (11,42%) abbreviation were found. The sixth euphemism types used was omission, there were 3 ommision (2,12%) used in crimes news, but there were no omission used in politics news. The seventh euphemism types used was synecdoche, there were 2 synecdoche (1,41%) used in criminal news, but there synecdoche was not used in politics news. The eighth euphemisms types was idiom, there were 32 idiom (22,69%) used in crimes news, and there were 12 idiom (17,14%) used in politics news. The ninth euphemism types was metonymy, there were 2 metonymy (1,41%) used in crimes news, but there were no metonymy used

in politics news. Last, there were 7 litotes (10%) used in politics news, but there were no litotes used in crimes news.

Looking at the total of euphemism used by the writer, it can be seen that crimes news used more euphemism than politics news. As many as 141 euphemisms were used in crimes news and 70 euphemisms used in politics news.

## 2) Functions of Euphemism

The second focus of euphemisms in this study is the functions of euphemisms in crimes and politics news of Posmetro Padang.

Table 2. Functions of Euphemism

No.	Functions of Euphemism	Crimes News		Politics News	
		Freq.	%	Freq.	%
1.	Concealing	122	86,52%	70	100%
2.	Veiling	17	12,05%	-	-
<b>Total</b>		141	100%	70	100%

In the classifying data, it can be seen that the functions of euphemisms in crimes and politics news were more likely concealing. The writer use euphemism to soften negative connotation writings. In crimes news, there were 122 concealing functions of euphemism (86,52%). While, there were 17 veiling functions of euphemism (12,05%) in crimes news. However, there were only one function of euphemism found in politics news; concealing 70 (100%). Nevertheless, looking at the percentage of functions of euphemism, it can be conclude that euphemisms in politics news mostly function as concealing than euphemisms in crimes news.

## 2. Discussion

In this research, the analysis of types and functions of euphemism in crimes and politics news of Posmetro Padang was elaborated based on Allan & Buridge and Luchtenberg theory, because they presented more cohesive and comprehensive theory of types and functions of euphemism.

The first focus of this research was types of euphemisms in crimes and politics news of Posmetro Padang. Based on the research finding in table 1, the researcher found that the types of euphemism in crimes news is more varied than in politics news. There were 9 types found in crimes news, they are: metaphor, hyperbole, circumlocution, acronym, abbreviation, ommision, synecdoche, diom, and metonymy. On the other hand, there were 6 types of euphemism found in politics news, they are: metaphor, circumlocution, acronym, abbreviation, idiom, and litotes. Table 1 also shows that both crimes and politics news were more likely to use metaphor euphemisms.

Based on the result of the table 1, the distribution of types of euphemism in crimes and politics euphemism were very different. On the data itself, the researcher found less euphemisms in politics news than crimes news. This happened because this year included a political year, which affects the politics news published in the newspaper. Politics news was filled with informations that had a positive connotation. The researcher found that politics news generally contains political

policies and positive activities carried out by politicians who competes to get a positive image from the community.

However, it is different from criminal news. researchers found that with the entry of Ramadan, it caused an increase in criminal cases that happened in society. Many criminal cases such as theft and robbery were motivated by economic reasons. The increase in household needs and the price of basic necessities in Ramadan indirectly forced many criminals to commit criminal acts. Moreover, the tradition of the Indonesian people to go back to their hometown during Eid, this is a trigger for thieves to carry out their actions.

Furthermore, the result of this research is slightly different from previous research. In the previous research, Rachman (2016) studied types of euphemism. He found that there were six types of euphemism used by president Jokowi, they are: hyperbole, litotes, circumlocution, abbreviation, idiom, synecdoche. The dominant types of euphemism were synecdoche and hyperbole. In contrast, in this study the researcher foun that there were 9 types of euphemism in crimes news, they are: metaphor, hyperbole, circumlocution, acronym, abbreviation, ommision, synecdoche, diom, and metonymy. On the other hand, there were 6 types of euphemism found in politics news, they are: metaphor, circumlocution, acronym, abbreviation, idiom, and litotes. The dominant types of euphemism both in crimes and politics news was metaphor.

The second focus of this study was the functions of euphemism in crimes and politics news of Posmetro Padang. Based on the research finding in table 2, the researcher found that the functions of euphemism in crimes and politics news was diifferent. There were 2 functions found in crimes news, they are: concealing and veiling. While, in politics news there was only 1 function of euphemism, concealing. However, they still stand in the same line or they do not have significance difference.

#### **D. CONCLUSION AND SUGGESTIONS**

From the present study, some conclusions can be drawn as regard to euphemism in Posmetro Padang newspaper. First, There were 9 types of euphemism found in crimes news, they are: metaphor, hyperbole, circumlocution, acronym, abbreviation, ommision, synecdoche, diom, and metonymy. On the other hand, there were 6 types of euphemism found in politics news, they are: metaphor, circumlocution, acronym, abbreviation, idiom, and litotes. Besides, Both in crimes and politics news, the dominant types was metaphor. Then, in terms of functions of euphemism, there were 2 types of euphemisms; concealing and veiling. However, in politics news there was 1 type of euphemism; concealing.

This study is still far away from complete and perfect conclusion of the euphemism used in the newspaper, because this research only investigated euphemism in crimes and politics news. Hopefully, criticisms and suggestions will rise from the readers to gain the better research. Therefore, the researcher suggests to the next researcher to select other more interesting subject such as studying euphemism in debate, since it consists of many euphemism words produced by the debaters who have to control every single words produced in order to sound

smoother or mild. Furthermore, the next researcher can also use literature text to conduct the study of euphemism.

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