



EUPHEMISM USED BY MEN AND WOMEN IN 'INDONESIA LAWYERS CLUB' TV ONE SHOW: A LANGUAGE AND GENDER PERSPECTIVE

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Abstract

This research describes about how men and women used euphemism in 'Indonesia Lawyers Club' TV One show which limited to the types and functions of euphemism used by men and women. The source of data was obtained from transcript of the 4 videos aired on December 2017, Januari 2018 and February 2018. From the analysis, there were 72 utterances contain euphemistic expression, 33 utterances delivered by men and 39 remarks spoken by women. In this show researcher found 9 types of euphemism, namely: metaphor, hyperbole, circumlocution, initialism, jargon, figurative expression, understatement, colloquial, and hypernym. From the types mention above, men mostly used euphemism in the type of *understatement* while women mostly prefer to use *jargon*. Furthermore, researcher found 5 function of euphemism in this show; euphemism as doublespeak, as a shield to avoid taboo and offense, as uplifting tool, to show solidarity or define certain group, and to entertain. So, based on this research, gender differences cause different linguistic phenomena because the language pattern of men and women are influenced by their surrounding, status, education and others social aspects which then reflected in their linguistic style.

Key words: euphemism, types of euphemism, functions of euphemism, sociolinguistics, language and gender

A. INTRODUCTION

Language is the key item in communication which is not only as a tool for delivering information but also as an important device for stabilizing and maintaining relationship between people. Holmes (2013) says that connection

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between speaker and interlocutor might become stronger because of the appropriate choice and use of language, and vice versa, it might become worse due the wrong language use. Here, the social function of language is clearly seen.

Related to social function of language, or language and society, we have to consider several social categories such as social status, gender, and power, as these categories also the triggers of different motives and aims of language in different social contexts. For example, related to gender and language, one common assumption is that men talk differently than women in some ways. It is also concluded that women have high language-politeness than men.

The stereotype of women in society is delicate, more sensitive and vulnerable than men, and they use language express their characteristics. In addition, women tend to use metaphors, poetic images and specific vocabularies whereas men prefer to speak straight-forwardly and to the point (McConnell-Ginet, 2011). Therefore, the way of using euphemistic expression is also differently between men and women, as women is more expressive and have more motives to use euphemism than men.

According to Allan and Burridge (1991), a euphemism is an expression intended by the speaker to be less offensive, disturbing, or troubling to the listener than the word or phrase it replaces. In real life, when people meet with some unpleasant things or behaviours, they usually choose some vague expressions to avoid making bold or hurting other's feeling, thus they choose to use euphemism. It softens the effect of what they really wish to communicate, avoiding, as much as possible, offence and conflict.

Wardaugh (2010: 249) states that euphemism refers to certain things are not said, not because people do not talk about those things, but they talked about it in a roundabout way. In short, unpleasant ideas, taboo words and others are not said straight-forwardly but in a "cover" or disguise by the euphemistic expression. Taboo is a word that cannot be used or the least used thing considers being taboo in "polite 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.

Allan & Burridge (1991) divided types of euphemism into several categories, they are: metaphor, hyperbole, circumlocution, initialism, acronym, omission, general for specific (hypernym), understatement, colloquial, jargon and figurative expression. While, Fujita (2008) divided types of euphemism into two: positive euphemism and negative euphemism. These two types of euphemism derive from the impact and rate of politeness. Thus, positive euphemism is added a pleasant feeling and make the euphemistic items seem more important than they actually are. Meanwhile, negative euphemism is deflated and diminishes the meaning of euphemistic item; make them less pleasant or neutral.

Allan (2006) proposes that there are two main reasons and functions for using euphemism: to replace taboo word(s) and conceal unpleasant fact to avoid offense. Meanwhile, the functions of euphemisms can be are classified according to the way in which they contribute to the context. According Mazidah (2007), there are four function of euphemism: conveys new information, conveys writer's opinion, conveys writer's attitude toward the truth-value, and functions as a

discourse signal. Lakoff in Allan (2016) adds that to these functions, the political euphemism that shows a reader's reaction to something in the extra linguistic situations, namely apology, denial, convince, curse, request, criticism, question, promise and order.

On the contrary, Burridge (2012) mentions five different functions of euphemism in society, these functions are mainly based on the sociolinguistics approach, in short is about euphemism and its application, function and reflection in society. They are euphemism as shield of taboo and to avoid offense, to disguise unpleasant ideas and deceive the reader or listener (doublespeak), as an uplifting tool, to show solidarity and to define the group and is to entertain.

In Indonesian society, social variables are considered highly; therefore people, regardless their gender, maintain their words carefully to smoothen their communication. Similar tendencies also grow when people talk in public—or in this paper's case, in television and being aired throughout the nation. The involved people, men and women, choose desirable words to deliver their ideas without threatening interlocutors' face or listeners, especially words related to taboo and any unsuitable or harsh words which can trigger conflict.

As stated above, euphemism is very commonly used in semi-formal and formal contexts, in which the people involved, protect their images and social status of each other. In other words, people involve in communication try to make every endeavour to show their positive images to others, and to avoid negative self-images, which mainly occur in Indonesia Lawyers Club. As a popular TV show in Indonesia, the guests for this show are men and women come from different backgrounds, from common citizens, lawyers, cultural observers, and political elites which then would discuss a phenomenon in society, and they ordinarily insert euphemistic words or clauses in the conversation. Therefore, in short, Indonesia Lawyer Club is a perfect source to analyze the use of euphemism in Indonesia, which will give the broader and general insight of euphemism in Indonesia.

Based on phenomenon above, the researcher is eager to analyze the use of euphemism in Indonesia Lawyers Club that will be focused on type and functions of euphemism used in the show based on the gender distinction, men and women. From this perspective, euphemism can be viewed as a two related phenomenon: first, as the replacement on taboo concepts (death, religion, sex, etc.) by non-vulgar and offensive words, second, as tactic of verbal behaviour that indicated the politeness of the speakers toward the hearers.

B. RESEARCH METHOD

Type of this research was descriptive since the data were in the form of text. The data were analyzed descriptively based on gender distinctions. Descriptive method was appropriate for this research which was aimed at describing types and functions of euphemism and how they are used by men and women in 'Indonesia Lawyers Club' TV One. Sudaryanto (in Aditiansyah, 2014) explains that descriptive research is a research based on facts and phenomena which actually occurred and not involving the judgement of the right or wrong of the language use by people. 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.

Data of this study were all utterances or words, phrases and clauses of participants in Indonesia Lawyers Club that contain euphemistic expression in several episodes of Indonesia Lawyer Club which are aired in December 2017, January 2018 and February 2018. The data analyzed 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.

The data from the video were classified into types and functions of euphemism. Here, forms or tables were required to help the process of classifying the data to distinguish the differences between euphemism used by men and women. Then, the researcher chose some of the data for further discussion. The researcher examined the differences of euphemistic expression of men and women which focus to the type and function of euphemism found in Indonesia Lawyer Club.

C. RESULT AND DISCUSSION

1. Findings

1) Types of Euphemism

There were 72 data in this research. The data were divided into two categories, euphemism delivered by men and euphemism spoken by women. There were 33 data of delivered by men, and 39 data of euphemism spoken by women. The writer found 9 types of euphemisms out of 10 types, they are: metaphor, hyperbole, circumlocution, initialism, jargon, hypernym, figurative expression, understatement, and colloquial.

Table 1. Types of Euphemism based on Genders

No	Types of Euphemism	Genders				Total	
		Men		Women			
		Freq.	%	Freq.	%	Freq.	%
1.	Metaphor	5	7%	3	4%	8	11%
2.	Initialism	2	3%	4	5%	6	8%
3.	Jargon	6	8%	12	17%	18	25%
4.	Figurative expression	3	4%	5	7%	8	11%

5.	Acronym	-	-	-	-	-	-
6.	Hyperbole	4	5%	1	2%	5	7%
7.	Circumlocution	2	3%	5	7%	7	10%
8.	Understatement	8	11%	3	4%	11	15%
9.	Colloquial	2	3%	3	4%	5	7%
10.	Hypernym	1	2%	3	4%	4	6%
Total		33	46%	39	54%	72	100%

From the table above, it clearly confirms that women tend to use euphemistic expression than men, even though the divergence is not extensive. The researcher concludes that this is because of the lack of participation of women speakers in the episodes which the data obtained. Based on the table above, the most frequent type of euphemism emerges is jargon (25%), which means jargon appeared 18 times during the conversations. Next, understatement occurred 11times (15%) during the discussion in Indonesia Lawyers Club. After that, figurative expression and metaphor appeared 8 times (11%). The least frequent type is acronym, which never arise during the discussion in ILC TV One.

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 based on Genders

No	Functions of Euphemism	Genders				Total	
		Men		Women		Freq.	%
		Freq.	%	Freq.	%		
1.	As shield to avoid taboo and offence	13	18%	11	15.3%	24	33.3%
2.	As uplifting tools	2	2.8%	4	5.6%	6	8.4%
3.	As doublespeak/politically correct expression	14	19.4%	18	25%	32	44.4%
4.	As tool to define group/show solidarity	2	2.8%	4	5.6%	6	8.4%
10.	As tool to entertain	2	2.8%	2	2.8%	4	5.6%

Total	33	46%	39	54%	72	100%
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From the table above, women were the most frequent to use euphemism as doublespeak with the 25 percentage or 18 times during conversations. In other hand, men use euphemism as politically correct expressions 14 times (19.4%) and as shield to avoid taboo 13 times (18%). As shown in the table, the least frequent function rose in the discussion in the Indonesia Lawyers Club is euphemism as tool to entertain. It is because the show is mainly about political issues, thus rarely contain humorous dialogue.

2. Discussion

Based on the finding above, there are nine types of euphemism found in 'Indonesia Lawyers Club' TV One: metaphor, initialism, jargon, figurative expression, hyperbole, circumlocution, understatement, colloquial, and hypernym. There is no acronym found in this research. The most frequent type of euphemism delivered by men is understatement. Based on that finding, the writer concluded that men used euphemism to diminish the effect of offending words such as using *kurang waras* 'insane' instead of *gila* 'crazy'. Meanwhile women mostly use euphemism in the form of jargon. Based on the finding, women often use jargon or phrases from other languages as euphemism if they find that word or phrase in their own language is offensive or distasteful. The least common type use by men is hypernym and by women is hyperbole, each only occurred once in entire research. Women tend to use figurative expression than hyperbole because the use of hyperbole in conversation is deemed to be overactive and excessive. Men are inclined to use jargon than hypernym because instead of generalized words or ideas to certain euphemistic hypernym men tend to use jargon or phrase in other languages. Jargon is more direct than hypernym, which show that men language are direct and to the point.

Next, there are five functions of euphemism: as shield to avoid offense and taboo topics, as doublespeak, as uplifting tools, as tool to define group/solidarity and as tool to entertain. Overall, the most common function of euphemism found in 'Indonesia Lawyers Club' TV One is euphemism as doublespeak or politically correct expression. Both men and women in this discussion show prefer to use euphemism as doublespeak to entice audiences and strengthen their own public images. In addition, in this study, men often use euphemism as doublespeak and as shield to avoid taboo and offense. They use euphemism as doublespeak to conceal the real implication and to assure public. Euphemism as entertaining tool is the least common function found in this show; because the show is mainly speak about politics or serious topic so that euphemism as entertaining tool is rarely used both by men and women.

Last but not least, the differences of the way men and women use euphemism in 'Indonesia Lawyers Club' TV One. It can be seen that women uttered euphemistic expression more frequently than men. The researcher concluded that based on the theories of language and gender, women tend to speak kindly and polite because the stereotype of women in society is delicate,

more sensitive and vulnerable than men, thus they speak to convey that image. It is proved that women are sensitive and more considerate to the feelings of others' around them. In other words, women use euphemism as a tool of indirectness to veil the real implication of words or ideas and convey the ideas in euphemistic term with the intention that public believe the concept that delivered to them. Listeners acknowledge the meaning of expression and men fulfill their social and linguistic expectation as being simple, firm, and direct. Also, by using euphemism, men avoid offense and show their superiority with firm but polite language.

Furthermore, the result of this research is slightly different from previous research. In the previous research, Anggraeni (2015) conducted research about euphemism and dysphemism occurred in 'Mata Najwa' MetroTV. The outputs of her research were: first, dysphemism were dominant than euphemism,; next, referents of the euphemism and dysphemism consisted of animals, body parts, profession, disease, activity, behavior, and event; third, function of euphemism and dysphemism consisted of directive function, phatic function, and meta-linguistic function. A study conducted by Agfarinnisa (2014) about euphemistic expression delivered by presenters in infotainment Insert TransTV resulted in four main types of euphemism: word formation, borrowing words, phonemic modification, and semantic innovation. In contrast, in this study the researcher did not approach from the distinction of euphemism and dysphemism, but based on the language and gender perspective. Also, the writer found that there were 9 types of euphemism in 'Indonesia Lawyers Club' TV One and 5 functions of euphemism as explained above.

D. CONCLUSION AND SUGGESTIONS

From this current research, some conclusions can be deduce considering to euphemism in Indonesia Lawyers Club TV One. First, there were 9 types out of 10 types of euphemism found in this show, they are: metaphor, hyperbole, circumlocution, initialism, jargon, understatement, figurative expression, colloquial, and hypernym. The dominant type of euphemism found was jargon. Next, based on the functions of euphemism, there were 5 functions of euphemisms; as shield to avoid taboo and offense, as uplifting tool, as doublespeak or politically correct expression, as tool to define group, and as tool to entertain. The most frequent function of euphemism appeared is euphemism used as doublespeak. Last, the differences of the way men and women use euphemism are: women used euphemism more frequent than men, 39 times uttered by women and 33 times by men; women used euphemism to show their standing in society because politeness is expected from women; men used euphemism mainly to show firmness and displeasure in their speech.

Considering the conclusions above, the researcher suggest some suggestions. The researcher suggests to the next researcher to select other more interesting subject and point of view such as studying euphemism in political speech example in presidential campaign since it consists of many euphemistic

words and phrases produced by the candidates who have to control their speech so that public choose them. It will also show how the candidates convey their understanding of the sensitive topics. It can be analyzed from others level of stylistic such as phonological, semantic, pragmatic and etc. In addition, future research about how euphemism used by people from different backgrounds such as occupation or educational degree and so on might become source of knowledge about euphemism and its implement in Indonesia and Indonesian language. Then, the last one for readers in general, it is expected to give some knowledge about language.

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