EUPHEMISM USED BY PRO AND CONS SPEAKERS IN TRANS 7 SHOW "MATA NAJWA"

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Abstract

This research analysed the euphemism used by pro and cons speakers in Trans 7 Show Mata Najwa by using Warren, forms of euphemism and Leech, types of meaning theories. The researcher used descriptive qualitative research method. The data in this research was the video's script of Mata Najwa that downloaded from 7 episodes in YouTube. After analysing the seven episodes, forms of euphemism by pro speakers found are 1 slang, 1 loan word, 1 particularization, and 3 implications while by cons speakers are 1 derivation, 2 slang, 2 abbreviations, 4 loan words, 5 particularizations, 1 implication, and 2 metaphors. On the other hand, types of meaning by pro speakers found are 1 conceptual meaning, 3 connotative meaning and 1 affective meaning. While by cons speakers are 7 conceptual meaning, 7 connotative meaning, 1 social meaning, 2 affective meaning, and 1 reflected meaning. The result of the study reveals that the dominant form by pro speaker is implication and the most dominant form by cons speaker is particularization. While connotative meaning was the dominant type by pro and conceptual and connotative meaning was the most dominant type by cons speakers of usage types of meaning in Mata Najwa. The differences of using euphemism by pro and cons speakers is that cons speakers use more euphemism in their conversations in order to avoid using the rude or offensive word, also to avoid the loss of face of the speaker, the hearer or the people which is being talked.

Key words: Forms of Euphemism, Types of Meaning, Pro and Cons Speakers, Mata Najwa.

A. INTRODUCTION

One of the diverse factors which determines the language use is style. In their book *Style in Fiction,* Leech and Short (2007: 9) generally refer style to the way in which language is used in a given context, by a given person, for a given purpose. This means that a user's style is dissimilar to others at the moment of speaking or writing and it depends on the circumstance. It is what distinguishes one user to other users and one text type to others. Style is studied in stylistics, the study of the ways in which meaning is created through language in literature as well as in other types of text (Nørgaard et al., 2010: 1). Most researches in stylistics deal with the analysis of literary works while a range of discourse types can also be studied by using the stylistic approach.

Language is a tool of communication between people. According to (Fromkin et al., 2014) human are connected through language, so that language has a very important role in human survival in terms of establishing social relationships and also gaining status in the community.

In using language, people must be able to use the right language, especially in social life. In interacting, politeness is a very important thing to have because often there is a problem in communication just because people do not understand politeness in language properly. Soften the language when speaking is very necessary so that the words we speak do not sound harsh and people who hear do not feel offended by what we are talking about. People have to ignore saying taboo words and negative language to keep someone's feeling. Some words or phrases that are considered impolite, harsh, and offensive are not said blatantly but replaced by others with the same or similar meaning. This is known as Euphemism.

According to Alan Burridge (Battistella et al., 1993) 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 communicating, the language used should not offend others. This is why before speaking, people will think about what is appropriate to talk about so that the word spoken does not sound harsh.

In this study, researcher analyzed the use of the form of euphemism by both pro and cons speakers in "Mata Najwa" program in Trans 7. The presence of pro and cons speakers are to debate an issue in order to get the desire result. According to (Warren, 1992) she need for the euphemism is to protect the speaker or writer, reader or hearer from the possibility of loss of face when follows discussion or 'touchy' or taboo subjects as a tool to maintain pleasant communication. So, by using euphemism in communicating, the speaker can still convey the purpose of the conversation without offending the listener.

Warren proposed that there are four forms of euphemism; word formation devices, phonemic modification, loan word, and semantic innovation.

Word formation devices is able to form new word that come into language and develop the word in a brief and simple way such as compounding, derivation, blending, acronym, and onomatopoeia. First is compounding. Compounding is a process of combining two words to make a new meaning. For example, 'Hand length' (thief), when these two words are combined it will have a meaning that sounds harsh. Meanwhile, when it separated, the word has a meaning that can be understood in general. Second, derivation. Derivation is a process of forming a word, usually by adding prefix or suffix. For example in a word interchangeable, has a form; inter as prefix, change as root and able as suffix. Third, blending. Blending is a word formed from two or more parts of a word. For example, the word brunch for breakfast and lunch. Fourth, acronym. Acronym is the word which is a combination of letters or syllable that is written and pronounced as acceptable word. For example, the word NASA for National Aeronautics and Space Administration. Fifth, onomatopoeia. Onomatopoeia is the word that imitating the sound of the nature and environment. For example the words slam, splash, bam, babble, etc.

Phonemic modification is the form of an offensive word is modified or altered such as slang, phonemic replacement, abbreviation. First is slang. Slang is a seasonal language spoken by a group. Slang is usually used in an informal context and is commonly used by teenagers. For example, the word shit to replace the word rude. Second, phonemic replacement. According to Rawson in (Samoškaitė, 2011) phonemic replacement in euphemism also called euphemism mispronunciation. So, the study of euphemism and phonemic are related. Third, abbreviation. Abbreviation is shortened form of a word or phrase by any method. It may also consist of initial only. For example, MBA is classified as abbreviation in euphemism. It has a lighter or milder sense than the words 'Married By Accident'.

Loan word is a word that comes from a foreign language and generally accepted in use. Speakers may feel they need for borrowing not because their language is meaningless, but they think that the word borrowed is more prestigious.

Semantic innovation in constructed euphemism is consists of particularization, implication, metaphor, metonymy, irony, litotes, and hyperbole. First is particularization. Particularization is used to express something that is generally heard compared to something specific so that the listener feels comfortable and not offended by what the speakers said. For example, the word "passed away" is used to cover the word "dead". Second, implication. Implication is something not explicitly stated or inferred. The use of implication is to reduce the possibility of loss of face of certain people and to cover up a thing of taboo one. Third, metaphor. According to Schendl (2001) metaphor is kind of semantic change in general extension of the meaning that involves the transfer of the term because of an imaged similarity. Metaphors are the use of words with meanings that are not true, but as paintings based on similarities or comparisons. Fourth, metonymy. Metonymy is a style of language that uses a word to express something else, because it has a very close relationship. It can be an inventor for the result of an

invention, an owner for the goods that are owned, a cause and effect, and so on. Fifth, irony. Irony is a style of language that uses a different meaning from the actual meaning intended. For example in a phrase "Jakarta sangatlah indah dengan sampah-sampahnya. It means Jakarta is a dirty city. Sixth, litotes. According to Cruse (2006: 186) in (Braim, 2014) defines litotes as a figure of speech where something like, quantity, intensity or seriousness of a statement is understated for rhetorical effect. So, litotes are a type of figure of speech that expresses words with humility and tenderness. Last, hyperbole. Hyperbole is a form of figure of speech that exaggerates in use, so that the listener does not believe the truth. For example, "suaranya menggema menembus langit angkasa".

In this research, the researcher analyzed euphemisms in "Mata Najwa" because the episode of "Mata Najwa" that the researcher chooses invited pro and cons speakers. It attracts how these people use euphemism in this context. This study aims to find out the form of euphemism that used by pro and cons speakers in Trans 7 Show "Mata Najwa" in order to get the dominant form use by these speakers. In analyzing the data, the researcher uses the theory of form of euphemism by Warren.

B. RESEARCH METHOD

This research used descriptive-qualitative research. The researcher used qualitative method because the data that the researcher get from You Tube video analysed based on each word that the speakers in Mata Najwa used, and it is used library research to find some relevant theories to support the ideas in this analysis. Data of this research were utterances, phrases, and clauses of the pro and cons speakers in Mata Najwa that contain euphemistic expression in seven parts of Mata Najwa that aired in September 2019. The main instrument of this research is the researcher herself. The researcher prepared the whole steps of this research, such as collecting all data required from spoken form into written form, classifying the data by pro and cons speakers, analysing the data and drawing the conclusion.

C. FINDINGS AND DISCUSSION

1. **Research Finding**

Based on the analysis, the form of euphemism that appears in Mata Najwa can be drawn into the following table:

Table 1:
Forms of euphemism used by pro and cons speakers in Trans 7 Show "Mata Najwa"

		Pro Speakers	Cons Speakers

No.	Forms of Euphemism	Frequency	Percentage	Frequency	Percentage
1.	Compounding	1	7.69%	0	0%
2.	Derivation	1	7.69%	2	9.09%%
3.	Acronym	1	7.69%	0	0%
4.	Slang	1	7.69%	3	13.63%
5.	Abbreviation	0	0%	2	9.09%
6.	Loan Word	4	30.76%	7	31.81%
7.	Particularization	1	7.69%	4	18.18%
8.	Implication	1	7.69%	1	4.54%
9.	Metaphor	2	15.38%	2	9.09%
10.	Irony	1	7.69%	0	0%
11.	Litotes	0	0%	1	4.54%
	Total	**13**	**100%**	**22**	**100%**

2. Discussion

There are many varieties of forms which were used by pro and cons speakers in Trans 7 Show "Mata Najwa". There were 8 forms found that uttered by pro speakers and 8 forms by cons speakers in Mata Najwa. Those forms by pro speakers were 1 compounding (7.69%), 1 derivation (7.69%), 1 acronym

(7.69%), 1 slang (7.69%), 4 loan word (30.76%), 1 particularization (7.69%), 1 implication (7.69%), 2 metaphor (15.38%), and 1 irony (7.69%). While forms by cons speakers were 2 derivations (9.09%), 3 slang (13.63%), 2 abbreviations (9.09%), 7 loan word (31.81%), 4 particularizations (18.18%), 1 implication (4.54%), 2 metaphors (9.09%), and 1 litotes (4.54%).

Meanwhile, based on the data there were no data that uttered by pro speakers which can be categorized as blending, onomatopoeia, phonemic replacement, abbreviation, particularization, metonymy, litotes, and hyperbole. Then, there were no data that uttered by cons speakers which can be categorized as compounding, blending, acronym, onomatopoeia, phonemic replacement, metonymy, irony, and hyperbole.

D. CONCLUSION AND SUGGESTIONS

There are nine forms of euphemism by pro speakers found in Mata Najwa Trans 7, they were compounding, derivation, acronym, slang, loan word, particularization, implication, metaphor, and irony. Loan word was the most dominant form by pro speaker with 4 clauses (28.57%) from 14 clauses from pro speakers with 7 total episodes and the total of data is 35 clauses. Meanwhile, there are eight forms of euphemism by cons speakers found in Mata Najwa Trans 7, they were derivation, slang, abbreviation, loan word, particularization, implication, metaphor, and litotes. Loan word also the most dominant form by cons speaker with 7 clauses (31.81%) from 22 clauses from cons speakers with 7 total episodes and the total of data is 35 clauses. Loan words are a word which is borrowed from another language. It means, pro and cons speakers tend to use the loan word rather than a word that come from their own region in order to avoid using the rude or offensive word, also to avoid the loss of face of the speaker, the hearer or the people which is being talked.

In this research, the researcher analyzed the form of euphemism between pro and cons speakers found in Mata Najwa Trans 7. The researcher suggested next researchers to take another Talk Show in TV program in order to get two speakers euphemism. Also, it is suggested to use other theories such as pragmatics or stylistics approach to see the broader meaning of euphemism.

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