Euphemism Used in Online CNN Indonesia News

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Abstract

This study aimed to find out the forms of euphemism used in online CNN Indonesia news. The data were taken form 20 randomly articles of CNN Indonesia on 2021. In this study, theory of forms ef euphemism introduced by Werren (1992). The study used qualitative research. The result of this study found 69 data forms of euphemism. There were 12 forms, namely: compounding, derivation, acronym, slang, abbrevation, loan word, particularization, implication, metaphor, metonymy, litotes, hypperbola. By the finding it can be concluded that the forms of euphemism used in online CNN Indonesia news dominantly is loan word (24,63%). There were four forms not found in CNN Indonesia, which blending, onomatopeia, phonemic replacement, and irony.

Key words: Euphemism, Forms of euphemism, CNN Indonesia news

A. INTRODUCTION

In communication, to maintain social relations and better exchange of ideas, people must use some kind of language, which can make less or less agreeable ideas acceptable or even desirable. Therefore, people always try to avoid using words and expressions that are unpleasant, inappropriate, or embarrassing to them or to whom they are speaking that might disrupt the flow of the conversation. In linguistics, this type of language is defined as a "euphemism" and varies in various forms, and is used for various reasons.

People use euphemisms to replace original signifiers that may be perceived as offensive or unpleasant. Fear, shame, and disgust are the three main factors that motivate the use of euphemisms. People who communicate use euphemisms in their utterances, both orally and in writing, to be polite, which tends to cover up factors that are considered sensitive or offensive. Thus, the intention can be convey, and the person who receives it feels happy because of the choice of words used.

Euphemism is endemic in our society; the glorification of the common place and the elevation of the trivial (Wardaugh, 1986:231). Euphemism exists in all areas of daily life. Not only found between people in communication but, usually

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find in mass media such as newspaper, magazine, Television, and radio. Especially, Newspapers are indirectly useful in language development facilities. Because newspapers have the strength that lies in the ability to use language skill fully in writing delivery of information, entertainment, or opinions. In the delivery of newspaper information in addition to using a standard language, usually, also use special terms or certain words to replace words or expressions that are considered rude. The language used to replace other terms so that it sounds smooth is called euphemism.

Euphemism constitutes one of the linguistic manifestations of such avoidance. Euphemism is a way of expressing that which seeks to change the perception even though the meaning does not change (Demirci, 2008: 22). In social communication, euphemism is important to create harmonious interaction. This study uses euphemism is to make the meaning of words or statements more polite. Because people have differences opinion and perception about in the use of language meaning. Perception change can be achieved by reducing the effect of the original expression by indirectly expressing its true meaning with euphemism. To be polite, people tend to cover up factors that are considered sensitive or offensive. People who communicate use euphemisms in their utterances, both orally and in writing, to mask or soften the unpleasant connotations and denotations of some words or expressions. Thus, the intention can be conveyed, and the person who receives it feels happy because of the choice of words used.

Warren (1992) has divided the innovation model of euphemism into two categories. They are semantic innovation and formal innovation. In formal innovation divided again into word-formation, phonemic modification, and loan words. Word formation devices which consist of compounding, derivation, blending, acronym, and onomatopoeia. Then, phonemic modification which consist of slang, phonemic replacement, and abbreviation. Loan word and the last semantic innovation which consist of particularization, implication, metaphor, metonym, irony, litotes, and hyperbole.

There are some research about euphemisms. The first was done by Sari (2007) analyzed euphemism on film of American pie 5. The next study foucus on types and forms euphemism in Minangkabau by Rusdi (2014). Then , Nurdina (2017) analyzed forms of English sexual euphemistic expression in Lady Chatterley's lovers. Risani (2018) discussed about the functions and styles of euphemism in CNN news. Next, Tayler and Ogden (2004) analyzed euphemism used doctor for patients' beliefs about health. Lastly, Yildiz (2021) discussed about how students in Turkey use euphemism in their daily languange usage.

B. RESEARCH METHOD

This research used descriptive qualitative as the method of the research. According to Creswell (2013), qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribes to a social or human problem. Data analysis inductively building from particulars to general themes, and the researcher making interpretations of the classification of the data based on Hoffman's theory in classifying the data.

The data were taken from the sub-headline of CNN Indonesia News posted on 2021. The data obtained from 20 randomly selected articles. The data are all of words and phrases in a sentence that contain euphemism expressions. There were three steps data collecting in instrument, which is the researcher, personal computer, and tables of characteristics . The instrument of this research is who collects and writes down the word or phrase related to the euphemism. Then, the researcher needs wi-fi connection, laptop, and phone, to support the data collecting process.

The researcher analyzed the data to find the forms and functions of euphemism. The data is analyzed based on Warren and Burridge theories of euphemism. Then, the researcher choose some of the data for further discussion.

C. RESULT AND DISCUSSION
1. Research Finding
A. Forms of Euphemism

There were 69 data that have been collected from online CNN Indonesia news the data were classified into forms and functions of euphemism. Warren (1992) divided forms of euphemism into four forms. First, word formation devices which consists of compounding, derivation, blending, acronym, and onomatopoeia. Second, phonemic modification which consists of slang, phonemic replacement, and abbreviation. Third, loan word, and the last is semantic innovation which consists of particularization, implication, metaphor, metonym, irony, litotes, and hyperbole.

No	Forms of Euphemism	Frequency	Percentage
1.	Compounding	1	1,44%
2.	Derivation	1	1,44
3.	Acronym	2	2,89%
4.	Slang	1	1,44%
5.	Abbreviations	9	13,04%
6.	Loan words	17	24,63%
7.	Particularization	7	10,14%
8.	Implications	3	4,34%
9.	Metaphor	6	8,69%
10.	Metonymy	2	2,89%
11.	Litotes	16	23,18%
12.	Hyperbola	4	5,79%
Total		69	100%

From the table above, it can be seen that Loan words was the most dominan used for forms of euphemism with 17 data or 24,63 percent appeared overall. Meanwhile, compounding, derivation, slang are the least appear with 1 data or 1,44.

The following is the sample data of compounding

Kami akan cari dari hilir sampai ke hulu, kami dalami lagi distributor di atas yang ***main nakal***," ucap Yusri. (We will look for it from downstream to upstream, we are looking into the distributors above who are ***playing naughty***," Yusri said).

The word *main nakal (playing naughty*) above was combination from two innocuous words. The meaning of *main nakal (playing naughty)* here is *main curang (cheat)*.

The following is the sample of data which shows derivation.

"Dari ini semua, kami mengimbau masyarakat untuk tidak lagi bermain-main dengan merekayasa yang menarik perhatian yang menimbulkan ***keonaran***. Semua itu ada ancaman hukuman ketika polisi menemukan mens rea," ungkapnya. ("From all of this, we urge the public not to play with gimmicks that attract attention that causes ***trouble***. All of this carries a threat of punishment when the police find mens rea," he said).

Based on the data above, the word *keonaran* was euphemism of derivation. The word keonaran means *kegemparan (uproar)*. The context of sentence above was Erdi as a police said that gimmick will only cause a uproar in public.

The following is the sample data which shows acronym

"Kritik itu jangan ***asbun*** *(asal bunyi)* dan sarat kebencian. Kasihan saya dengan Giring, sekelas ketua Partai seperti orang kesurupan. Saya mengajak rileks sedikitlah, supaya agak jernih beropini," kata Syarif ("Criticism should not speak without ***forethoughts*** and hatefully. I feel sorry for Giring, the class leader of the Party is like a man in a trance. I invite you to relax a little, so that your opinion is a bit clearer," Syarif said).

Based on the data above, the word *asbun* was euphemism of acronym . The word *asbun* means *berbicara sembarangan* (talk carelessly). The context of sentence above was Syarif said to Giring to talk properly about Anies.

The following is the sample data which shows slang.

Oleh karena itu, saya mengajak masyarakat menganggap Giring sebagai ***guyonan*** saja. Jangan ditanggapi serius. Wajar, ia baru pertama kali punya pengalaman politik," kata Ketua Bala Anies, Sismono Laode (Therefore, I invite people to assume of Giring as ***a joke.*** Don't take it seriously. Naturally, this is the first time he has had political experience," said the chairman of Bala Anies, Sismono Laode).

From the data above, guyonan is a slang euphemism. Itr means candaan (joke). The context of the sentence is Sismono Laode said that giring's opini ica's words are just a joke, don't take it seriously.

The following is the sample data which shows abbrevation.

Seperti dilansir dari ***AFP***, penyiksaan hingga tewas ***ART*** asal Myanmar, Piang Ngaih Don, 24, itu terekam rekaman video pengawas (CCTV) sehingga memberatkan hukuman pengadilan pada terdakwa, Gaiyathiri Murugayan. (As reported by ***AFP***, the torture to death of ***ART*** from Myanmar, Piang Ngaih Don, 24, was recorded on CCTV footage, thus burdening the court's sentence on the defendant, Gaiyathiri Murugayan).

Based on the sample above *AFP* are the initial of person's name which did the case. Meanwhile the abbrevation *ART* is reffered to the word *pembantu* (housemaid).

The following is the sample data which shows loan word.

Pendiri Drone Emprit, Ismail Fahmi, menyebut ***hoaks*** terkait Covid-19 tercatat paling tinggi ditemukan pada Januari 2021. (Drone Emprit founder, Ismail Fahmi, said that the highest number of ***hoax*** related to Covid-19 was found in January 2021).

Based on the data above, *hoaks* and *konspirasi* were loan words euphemism. The word *hoaks* means *kebohongan* (hoax).

The following is the sample data which shows implication.

"Sudah dapat dipastikan bahwa seluruh pejabat tinggi yang hadir di Monas tanggal 2 Desember 2016 sudah pindah ke ***alam lain***," ujar Munarman. ("It is certain that all high-ranking officials who were present at Monas on December 2, 2016 have moved to ***another world***," said Munarman).

From the data above, the word *alam lain* was implication euphemism. It reffered to the word *meninggal* (died). The context of the data above was munarman said he he didn't mean to kill Jokowi.

The following is the sample of data which shows metaphor.

Dua muncikari prostitusi online yang selama ini diduga melayani ***pria hidung belang*** di Bali, ditangkap kepolisian Polresta Denpasar, Bali. (Two online prostitution pimps who have been suspected of serving **masher man** in Bali have been arrested by the Denpasar Police, Bali Police).

From the data above, the phrase *pria hidung belang (masher man)* The phrase *pria hidung belang (mashar man)* was euphemisms of *lelaki yang mempermainkan wanita (playboy)*.

The following is the sample data of metonymy.

Satu **almarhum** terkonfirmasi positif Covid-19 melalui PCR pada 11 Juli, dan satu korban lainnya pada 14 Juli. (One **deceased** was confirmed positive for Covid-19 via PCR on 11 July, and another victim on 14 July).

Based on the data above, the word *almarhum (deceased)* refers to a person have passed away.

The following is the sample data of litotes.

Kedua ***muncikari*** berinisial KA (33) dan INO (37) itu, ditangkap di dua lokasi yang berbeda oleh polisi. (The two ***pimps*** with the initials KA (33) and INO (37) were arrested at two different locations by the police).

From the data above, the words *muncikari (pimps)* was euphemism.

The following is the sample data of hyperbola.

Mega pun semakin ***terpukul***, saat mengetahui kematian ayahnya tidak tercatat dalam laporan harian yang dirilis pemerintah. (Mega was also more ***beated***, when she knew that her father's death was not recorded in the daily report released by the government).

From the data above, the word *terpukul* was hyperbola euphamisms. The word *terpukul* was euphemism of *tidak berdaya (strengthless)*. The context of sentence was Mega felt strengthless that her father's death is not recorded by goverment.

2. Discussion

From table above, it can be seen there are 12 forms of euphemism found in online CNN Indonesia news. There were 1,44% compounding, 1,44% derivation, 2,89% acronym, 1,44% slang, 13,04% abbrevation, 26,63% loan words, 10,14% particularizations, 4,34% implications, 8,69% metaphor, 2,89% metonymy. 23,18% litotes, and 5.79% hyperbola. The findings showed that forms of euphemism mostly used in online CNN Indonesia News is loan words. Loan words is words which come from the other language.

The example of loan word in the data is *hoaks (hoax.* The word *hoaks (hoax)* was loan word from english languange which means lies or hoax. Kemmer (2013) loan word refers to the process of the speakers adopting words from a source language into their native language. Furthermore, most of loan words which were found in the data were words from English and this research analyzed about online CNN Indonesia News.

The second focus this study was the functions of euphemism. Based on the findings, the researcher foun there were five functions of euphemism on the data. Those functions were the protective, the underhand, the provocative, the cohesive, and the ludic euphemism.

Other research that has been done by Agfarinnisa (2015) entitled Euphemism found In Insert Trans Tv Indonesian Infotainment. Her research analyzed the used of euphemism that focus on types of meaning. The dominant

type in her research is particularization. In Hikmah's research, she found 4 compounding, 2 acronys, 1 onomatopeia, 1 phonemic replacement, 1 loan word, 1 abbrevation, 7 partiularizations, 1 implications, 2 metaphors, and 2 metonymy. This research is different from Hikma's research. Her research just focused on the used of types of meaning while this reasearch analyzed the types of meaning and also the form of euphemism. Next study was conducted by Rahman (2019) analyzed forms of euphemism in Islamic preach by Ustad Abdul Somad. The dominant form which is found in Rahman's research was particularization and methapor. I Rahman's research, he found that there were 8 forms of euphemism; abbrevation, loan word, parrticularization, implication, metaphor, metonmym, and litotes.

D. CONCLUSION AND SUGGESTIONS

Based on the data which has been analyzed, there are 12 forms of euphemism found in online CNN Indonesia news; they were compounding, derivation, acronym, slang, abbrevation, loan words, particularization, implication, metaphor, metonymy, litotes, hyperbola. Loan words was the most dominant from this research with 17 clauses with 20 total article news. And then, there are functions of euphemism in online CNN Indonesia news. They were the protective euphemism, the underhand euphemism, the uplifting euphemism, the provocative euphemism, the cohesive euphemism and the ludic euphemism.

In this research, the researcher analyzed the forms and the functions of euphemism used in online CNN Indonesia news. The researcher suggested next researchers to take another object such as talk show, novel, etc. Also, it is suggested to use other theories such as pragmatics approach to see the broader meaning of euphemism.

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