

TYPES OF EUPHEMISM USED BY MALE AND FEMALE KERINCINESE SPEAKER

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Abstrak

Tujuan dalam penelitian ini untuk (1) mengidentifikasi jenis-jenis eufemisme yang digunakan oleh laki-laki dan perempuan yang ada di kerinci (2) mendeskripsikan perbedaan jenis-jenis eufemisme yang digunakan oleh laki-laki dan perempuan yang ada di kerinci. Dalam penganalisaan makalah ini, penulis melakukan penelitian sederhana dengan cara mewawancarai penutur asli bahasa Kerinci laki-laki dan perempuan yang ada di Kerinci. Penelitian ini termasuk penelitian secara deskriptif yang berpijak pada fakta dan realita yang terdapat dikerinci, dan dalam penganalisaan ini peneliti menemukan 50 eufemisme yang digunakan oleh masyarakat kerinci tersebut, yang terdiri dari 25 eufemisme di tindakan kejahatan, 15 eufemisme di sifat-sifat tidak baik, dan 10 eufemisme di bagian tubuh.

Kata Kunci: *euphemism, types of euphemism, Kerincinese speaker*

A. Introduction

The origin of the word euphemism is from the Greek word *euphemo* which means good speech Allan and Burridge (1991) state that Euphemisms are words or phrases substituted for other words thought to be offensive to avoid the loss of face, either one's own face or, that of the audience, or of third party.

Fromkin (1990:269) defines euphemism as a word or phrase that replaces a taboo word or serves to avoid frightening or unpleasant subject. He also says that euphemism is used because there is a prohibition on the use of, mention of, or association with particular objects or person.

Furthermore, Leech and Rawson (1995: 45) explain that euphemism is a word or phrase which people use in place terms which are more disagreeable or offensive to them or to their audience. When a phrase becomes a euphemism, it's a literal meaning is often pushed a side. Euphemism is used to hide unpleasant ideas, even when the term for them is not necessarily offensive.

Based on explanation above, it can be concluded that euphemism means the use of words which are more polite or avoiding taboo words by the writers. This aims to hide unpleasant ideas and to avoid frightening or unpleasant subject.

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This also aims to protect the writer and the audience from negative consideration of others.

In addition, O'Grady et al (1997:554) state that euphemism is the avoidance of words which may be seen as offensive, obscene, or somehow disturbing to listener and reader. Similarly, Harris (2000) says that the euphemism is the substitution of a mild and pleasant expression for a harsh and blunt one. Euphemistic words and expressions allow us to talk about unpleasant things and disguise or neutralize the unpleasantness, such as subject of criminality. The example of euphemism is given by Larson (1994:117) as follows: He is sleeping with his father in heaven. From the example he is sleeping is euphemism style. It is used to replace the word *died* because the word died is considered offensive and unpleasant instead of the phrase he is sleeping.

The use of euphemism has traditionally been common in subject areas that people do not like talking about directly. There are two types of euphemism according to Fujita (2004) there are positive and negative euphemism. The positive one is to inflate and magnify. It makes the euphemized items seem altogether grander and more important than they really are. It includes imposing job titles adopted to bolster one's self-image or impress one's friends and acquaintances. For example, "territory manager" in place of "salesman" and "pramuniaga" to replace "penjaga toko" 'shop keeper'.

Negative euphemisms are deflating and diminish. They replace language that people prefer to avoid using. They are also defensive in nature, offsetting the power of tabooed terms and otherwise eradicating from the language everything that people prefer not to deal with directly. For example, "crippled" and "menghirup udara segar" as euphemism of "bebas dari penjara" 'free from jail'.

According to Longman dictionary of Contemporary English (1978), euphemism is a substitution of a mild or roundabout expression for a harsh or direct one; expression that substituted. Euphemism is to use a polite or vague word or phrase used to replace another word or phrase that is thought of as too direct or rude. The word euphemism comes from the Greek *eu*, good, *pheme*, speech or saying, and thus means literally to speak with good or in a pleasant manner.

Characteristic of euphemism as a language phenomenon has some special characteristics. To succeed in learning, learners of language should pay much attention to following features of euphemism. Firstly, universality in almost all cultures there are things strongly forbidden by social customs. Generally people try to avoid mentioning taboos directly. When the taboos (the forbidden things) have to be referred to, it is likely that people tend to substitute expressions that sound better. So there are euphemisms in almost every language. For example: the word 'bugil'. In Indonesia 'bugil' is a taboo word because it's impolite and unusual with the culture in Indonesia. But maybe in America it is not a taboo; those words are a part of their culture or their culture or their lifestyle.

Second is culture specificity. The universal existence of euphemism in language does not mean that euphemisms are identical in different languages. Euphemism has close relevance to culture. Notions and norms upheld by people in different cultures are not necessarily the same. As a result the taboos indifferent

cultures are not necessarily the same what is necessary to be euphemized in ones question about age one's marital status or prices of one's belongings, although in offensive to Chinese should be avoided when conversing with English-speaking people of course different.

In the other hand, Gonvalves (2006) says that euphemisms are actually little windows into our minds and hearts; peep holes in our cultures. They are neither inherently neither good nor bad. But, depending on who is euphemizing and/or what is being euphemized, they can be either delicate and delightful or dangerous or deceiving.

Euphemisms get into dangerous and deceiving territory when they are used consciously, especially when used consciously by institutions. Rawson reminds us that while conscious euphemisms can make communication easier under difficult circumstance, they can "also lead to double thinking." They form a kind of code. The euphemism stands for something else, and everyone pretends that the 'something else' doesn't exist," he writes." As commendable as some of these goals may be it is this characteristic of euphemism, their ability to soften the world's hard edges, that also makes them attractive to people and institutions who have something to hide, who don't want to say what they are thinking, and who wish to lie about what they are doing.

Sometimes, using euphemisms is equated to politeness. There are also superstitious euphemisms, based (consciously or subconsciously) on the idea that words have the power to bring bad fortune (for example, not speaking the word "cancer" and religious euphemisms, based on the idea that some words are sacred, or that some words are spritually imperiling)

In conclusion, euphemism is the language that used to replace vulgar, word with the other word which has the same meaning as it and more polite. Euphemism is also used to substitution of a description something or someone rather than name, identity and to expression allow us to talk about unpleasant thing and disguise or neutralize the unpleasantness, such as subject of sex and criminality.

In social environment, euphemism has certain function. Alwasilah in Syarif, (1999:46) divides euphemism into certain functions, namely, 1) to substitute bad connotation of utterances, 2) to protect someone or group of people from the feeling of shame, 3) the way of changing words to express ideas. In addition, Haris (2000) also gives several functions of euphemism, among others, 1) to protect guilty, 2) to prevent strong negative stereotypes from prejudicing a hearer, 3) to prevent unwanted connotation.

Moreover, Wardhaugh in Rahmayanti (2002: 14), give three functions of euphemism, they are; 1) to avoid of saying taboo word, 2) to neutralize the vulgar and unpleasant thing to be said, 3) to protect personal name or group. Based on the explanations, it can be inferred that the functions of euphemism are; 1) to neutralize the vulgar word or to prevent unwanted connotation, 2) to protect someone groups of people from the feeling of shame, 3) to mild, refine and keep the polite speech in order to speech to change the word in expressing idea.

From the explanation above, it is shown that euphemism is the polite way to express an idea that is tabooed to say in society. It appears to replace the unpleasant thing in speaking. So, whatever will be told by someone, although it is

assumed as the thing that harsh or impolite, it can be delivered clearly without hurting others feeling.

The reason of researcher takes data from kerinciness speaker because there are many kerinciness speaker did not know how to use the euphemism itself. Part of them has to use Indonesian language of conversation in their daily activity. Because of that phenomena, the researcher interested in investigating types of euphemism used by male and female kerinciness speaker. And it will be compared between male and female acquisition.

B. Research Method

This research is going to apply a descriptive research. In this research, the writer analyzed and makes a description about types of euphemism used by male and female kerinciness speaker. The writer thinks that this type is acceptable in doing this analysis because this analysis was analyzed the types of euphemism used by male and female kerinciness speaker and describe differences types of euphemisms used by female and male kerinciness speaker. The other reason for choosing this data took from the kerinci language itself and the result of the analysis using detailed description.

The researcher enlisted the euphemisms that were gotten during research. There were 50 data in this research. There are 25 euphemism in bad attitude/ character, 15 euphemism in lack/ handicap, and 10 euphemism in part of body. In this research, the researcher visiting their home and ask them to answer the question. In addition, the researcher recorded the interview by phone. The researcher gives more explanation how to answer the question. But if their did not understand about the words, the researcher just ignore them.

C. Discussion

The data were analyzed types of euphemisms used by female and male kerinciness speaker. They used it to neutralize expression appear in submitting language because in society closely related to anything that offensive, harsh, and sometimes vulgar. By using euphemism, the language was appeared to be more polite and soften although it cannot represent the meaning of the replaced word correctly. Because the euphemism hide the fact from the people.

Many euphemism found by the researcher used by male and female kerinciness speaker. One word sometimes had more than one euphemism to replace it. The researcher enlisted the euphemisms that were gotten during research. There were 50 data in this research. There are 25 euphemism in bad attitude/ character, 15 euphemism in lack/ handicap, and 10 euphemism in part of body. See table 1.

Table 1. euphemism in bad attitude/character

words (bad attitude/character))	Differences of euphemism between male and female	
	Male	Female
Kikir		✓
Rakushartadunia		✓
Congkak		✓
Iri	✓	
Makandenganrakusnya		✓
Minumminumankeras	✓	✓
Mabuk	✓	✓
Sombong		✓
Besaromong		✓
Tidakmaukalah		✓
Pemarah		✓
Marah		✓
Benci	✓	✓
Marah yang lepas control	✓	✓
Pendendam	✓	✓
Membuat orang marah		✓
Mengungkapkankemarahan	✓	✓
Sedih	✓	✓
Susah		✓
Takut		✓
Menangis		✓
Menangismelolong	✓	✓
Pembohong	✓	✓
hipokrit		✓
Orang yang tidakmengakuikesalahan	✓	✓

**Standard word : kikir
cikait (male) intait (female)**

Cikait and intait have similar meaning, in Indonesian language, we can called that by “ kikir”. But males and females have different way to pronounce that words, because of the personality of them. In Kerinci, “intait” is more polite than “cikait” for female. But cikait is usual to use for male. According to Yasin(1991:264) culture of language society will determine personality, attitude, and behavior of society. So the three factors above will influence the way speaking and so determine the language use. Actually, that word is included negative euphemism because it is diminish its real meaning. They replace language that people prefer to avoid to using, they are also defensive nature, and offsetting the power of tabooed terms and otherwise eradicating from the language everything that people prefer not deal with directly.

Standard word : congkak

Gdeng-gdeng(male) cuaen (female)

Gdeng-gdeng and cuaen have similar meaning, in Indonesian language, we can called “congkak“.But males and females have different way to pronounce that words, because of the personality of them.In Kerinci, “cuaen ” is more polite than “gdeng-gdeng” for female. But “gdeng-gdeng” is usual to use for male. According to Yasin(1991:264) culture of language society will determine personality, attitude, and behavior of society. So the three factors above will influence the way how to speak and so determine the language use. Actually, the words are included negative euphemism because it is will diminish the real meaning. They replace language that people prefer to avoid using, they are also defensive nature, and offsetting the power of tabooed terms and otherwise eradicating from the language everything that people prefer not deal with directly.

1. Table 2.Euphemism in lack or handicap

No	Standard words (handicap/lack)	Differences of euphemism between male and female	
		Male	Female
1	Amnesia	✓	
2	Buta	✓	✓
3	Gila		✓
4	Orang gila		✓
5	Idiot		✓
6	Lumpuh		
7	Keterbelakangan mental		✓
8	Tumor		
9	Kanker		
10	Pingsan		✓
11	Mengigau	✓	✓
12	kesurupan	✓	✓
13	Mati	✓	✓
14	Harikematian		✓
15	Wabah penyakit yang menyebabkan banyak orang meninggal	✓	✓

Standard word : buta

Lukap (male) dek ideo ngleh(female)

Lukap and dek ideo ngleh have similar meaning. In Indonesian language, we can called “buta” but male and females have different way to pronounce that words, because of the personality of them. In Kerinci , “dekideongleh” more polite than “lukap” for female, but “lukap” is usual for male. According to Yasin(1991:264) culture of language society will determine personality, attitude, and behavior of society. So the three factors above will influence the way speaking and so determine the language use. Actually those words are euphemism because it is substitution of a mild and pleasant expression for a harsh and blunt one. It is included negative euphemism since it is diminish the real meaning. They replace

language that people prefer to avoid using. They are also defensive in nature, offsetting the power of tabooed terms and otherwise eradicating from the language everything that people prefer not to deal with directly.

Standard word: gila

Kura ingatan(male) sakait (female)

Kura ingatan and sakait have similar meaning in Kerinci. In Indonesian language, we can call "gila" but males and females have different ways to pronounce those words, because of the personality of them. In Kerinci, "sakait" is more polite than "kura ingatan" for female, but "kura ingatan" is usual for male. According to Yasin (1991:264) culture of language society will determine personality, attitude, and behavior of society. So the three factors above will influence the way how to speak and so determine the language use. Actually those words are euphemism because it is substitution of a mild and pleasant expression for a harsh and blunt one. It is included negative euphemism since it diminishes its real meaning. They replace language that people prefer to avoid using. They are also defensive in nature, offsetting the power of tabooed terms and otherwise eradicating from the language everything that people prefer not to deal with directly.

Table 3. euphemism in part of body

NO	Words (handicap/lack)	Differences of euphemism between male and female	
		Male	Female
1	Susuwanita	✓	✓
2	Daerah antara susu wanita		
3	Putting susu	✓	✓
4	Pantat		✓
5	Anus		
6	Kelamin wanita		✓
7	Buluari-ari		✓
8	Kegadisan		✓
9	Kelamin pria	✓	✓
10	Testikel/buahzakar	✓	✓

Standard word :susu wanita

Makan anak(male) nenen (female)

Makan anak and nenen have similar meaning in Kerinci, but males and females have different ways to pronounce those words, because of the personality of them. In Kerinci, "nenen" is more polite than "makan anak" for female. But "makan anak" is usual to use for male. According to Yasin (1991:264) culture of language society will determine personality, attitude, and behavior of society. So the three factors above will influence the way speaking and so determine the language use. Actually those words are included negative euphemism because it diminishes its real meaning. They replace language that people prefer to avoid using, they are also defensive nature, and offsetting the power of tabooed terms

and otherwise eradicating from the language everything that people prefer not deal with directly.

Standard word: kelamin laki-laki

Lauk(male) buheong (female)

lauk and buheong have similar meaning in Kerinci. but males and females have different way to pronounce that words, because of the personality of them. According to Yasin(1991:264) culture of language society will determine personality, attitude, and behavior of society. So the three factors above will influence the way speaking and so determine the language use. Actually that words are euphemism. in this data included positive euphemism since the word is magnified and inflates and also it makes the euphemized its seems altogether grander and more important than they really are. ‘lauk and buheong’ is the kind of the bird and fish can its mean ‘lauk and buheong’ is the animal can fly or can swim.

Related to the data description of the types of euphemism used by male and female kerinciness speaker, the researcher finds the percentage of the dominant differences of male and female to use the euphemism.

Table 1.the percentage dominant of the types of euphemism used by male and female Kerinciness speaker.

No	Group of standard word	Number of euphemism		Percentage 100%	
		male	female	Male	female
1	Bad attitude/Character	11	24	22%	48%
2	Handicap/lack	6	11	3%	22%
3	Part of body	6	8	3%	16%

Based on the table, the researcher finds that female more used the euphemism than male. It can be seen from the total number of the euphemism in the bad attitude 11 (male) or 22% euphemism and than 24(female) euphemism or 48%. Then, the second position is lack/handicap it is proven by the total number of the euphemism is 6 (male) or 3% and than 11 (female) or 22%. And then third position is part of body , it is provent by the total number of the euphemism is 6 (male) or 3% and than 8 (female) or 16 %.

In this research, female more used euphemism than male, because of the social environment, education, and habitual. In fact, male in kerinci usually used harsh word, but actually that’s polite for them, because their did not know how to make the word be more polite again. for example: “Gila” in three of male informant that I have ask before, replaces gila in kerinci is “ dek waras, strees, kura ingatan” Actually, in kerinci we have more polite than that word, and that used by female. Such as. “ konslet, sakait, ilang akal” it is not real definition, we can say that from the other side to make the word be more polite.

D. Conclusions and Suggestions

Euphemism is more frequently used by the young adult of Kerinci speaker. The people which are discuss about bad attitude, lack/handicap, part of body, sex, etc. it relates to anything that rough, harsh and vulgar.

There were some euphemisms found in Kerinci. They can identify from differences male and female. In Kerinci, female more used the euphemism than male, each of them has its own characteristic. Male used a direct expression when they making conversation, in contrast, female always use euphemism to make their conversation more polite. It usually functions to neutralize the vulgar word or to prevent unwanted connotation.

The researcher realizes that this research is not perfect yet, because of the limited time and everything makes not all the data in Kerinci could be discussed here. Thus, the suggests other researchers to do the relevant researches in order to improve their researches, so they can get better results than this one. In addition, it is also suggested for those who are interested in this topic to study some others problem. Finally the researcher thinks that the euphemism in Kerinci which was discussed in this research can be as examples or guidance for the people to find and create another euphemism. Then, they can use and apply in their daily lives in order to build a good relationship and avoid hurting other's feeling.

Notes: This article is written based on the Nilwati's paper under the supervision of Havid Ardi,S.Pd.,M.Hum.

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