

EUPHEMISM FOUND IN OPINION COLUMN OF *THE JAKARTA POST* NEWSPAPER

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Abstrak

Tujuan penelitian ini dilakukan untuk mengetahui jenis, arti, dan fungsi eufemisme yang digunakan dalam Opini Kolom surat kabar Jakarta Post. Data tersebut dikumpulkan dari Opini Kolom Berita 'Artikel di koran Jakarta Post. Data dianalisis melalui proses mengkategorikan, menganalisis dan mengambil kesimpulan tentatif. Instrumen utama adalah peneliti sendiri, di sini, peneliti mengamati berita dan menggunakan catatan lapangan untuk menulis beberapa poin utama berita pendapat pada bulan Juni 2013. Sebagai hasilnya, peneliti menemukan bahwa temuan utama dari makalah ini adalah peneliti menemukan sepuluh jenis eufemisme: akronim dan singkatan, hiperbola, metafora, metonimi, teknik asosiatif, berbelit-belit, penolakan, dan synecdoche. Kedua, peneliti menemukan. Ketiga, peneliti menemukan enam fungsi eufemisme: untuk meyakinkan, untuk memesan, untuk menginformasikan dan mengkritik.

Key words: euphemism, type of euphemism, meaning of euphemism and function of euphemism

A. Introduction

A euphemism is a word or expression that is used when people want to find a polite or less direct way of talking about difficult or embarrassing topics like death or the bodily functions in conversation.

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By using euphemism in conversation, it can be replaced the word or phrase to preserve the stability and keep social relationship among the society or community members. According to Linfood-Ham (2005:228) the function of euphemism is to protect the speaker/writer, hearer/reader from possible effrontery and offence. Euphemism exists in areas of daily life and communication which related to society or communities members. Not only found society or communities members but, usually find in printed media such as newspaper, TV, radio, magazine, etc. but this research only focuses of the using euphemism found in newspaper because newspaper is one of mediator between government and society and the community.

Language is a power that used to make one's statement stronger. Someone uses language to influence people. Moreover, it can hide the fact to avoid misunderstanding between the speaker and the hearer or the writer and the reader. Language has developed rapidly in such way that people may notice various functions as well as intentions in using language. The existence of these language phenomena in society contains certain functions or purposes. Leech (1974: 40) point out that language expresses the feeling and attitude of the speaker and writer. In conversation, people tend to use language with many variations in order to deliver what they want. In daily life, when someone speak to other their usually use feeling to avoid of using bad words whenever it is something taboo to say it.

Language can be in spoken and in written form. In spoken form, people use language directly to other people they that they want to talk such as they are giving speech or they are having a conversation, etc. they do not need to write what he/she think in a paper. On the other hand, if people use language in written form, they need to write it down in a paper or book as a media deliver the message. In this case, newspapers, magazines, and letters contain written form of language in order to give people information. In media entertainment, like newspaper the journalist usually use feeling to avoid of using bad words to give a good effect to the readers. Most of the journalist will use explicit expression which is considerably soft and mild. These different ways of expressing feeling and attitude of journalists entail the figurative language. Figurative language is important thing in order to express ideas, thought, and feeling.

Language in written form is quite different from language in spoken form. They are different in the vocabulary used and the style of the language. In written form, a writer commonly uses the figurative language in order to make his/her language more understandable. Using figurative language can be found in newspaper such as comparing two things which have something in common and etc. since the function of newspaper is to inform the reader what is happening in a community, country, or in the world, the writers of the newspaper need to use appropriate figurative language in order to give strong statements and avoid misunderstanding.

Wardough (1986: 237) states that euphemism refers to certain things are not said. Not because people do not talk about those things, or, if those things are talked about, they are talked in very roundabout ways. It means that euphemism focuses on way when people or speaker communicates or people write. Euphemism considers the ways in communication and it has main purposes for politeness between the speaker and hearer especially reader. In written, it can be considered by the writer in writing.

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Fromklin (1990:269) states that euphemism is a word or phrase that replaces a taboos word or serves to avoid frightening or unpleasant subject. He says that it refers to prohibition on the use of mention of association on with particular objects or persons. It can be said that some speakers would claim that utterance of taboo term would offend their own sensibilities because of the supposed unpleasantness or ugliness of the taboo term themselves.

Euphemism usually to express in direct terms, the Rawson (1995) explains the euphemism is a word (a phrase) which people use in place of terms which more disagreeable or offensive to themselves to their audience. It means that when a phrase becomes a euphemism, its literal meaning is often pushed a side. Euphemism is used to hide unpleasant ideas, when the term for them is not necessary offensive.

The definition of euphemism as we know today is similar, it is the substitution of mild on inoffensive expression for one that may offend or suggest something unpleasant. A euphemism is a word or phrase that is used in place of a disagreeable or offensive term. Euphemisms are used to hide unpleasant idea, even when the term for them is not necessarily offensive (Friedman in Sari, 2004: 09).

There are two kinds of meaning, they are conceptual and associative meaning. Primarily, however, two broad types are delineated, conceptual and associative meaning (Mwihaki, 2004). Conceptual meaning refers to the logical sense of the utterance and is recognizable as a basic component of grammatical competence (Mwihaki, 2004). It means that the conceptual meaning just concerns on the phonological and syntactical aspects in which the words, phrase, clause, and sentence are formed into utterances. For instance, the concept of a boy person, a child, processes the biological properties of a male.

Associative meaning describes composite of six modes of language usage, which drawn on certain mental connections. Such connections are based on the contiguities of real-world experience (Mwihaki, 2004). Its related to the person's

feeling, prejudice, experience, belief about the context within the utterance used. Associative meaning is variable and therefore unstable, since it owes its validity to socio-psychological and contextual factors (Mwihaki, 2004). Associative performs the flexibility in adjusting the utterance. For instance “you are good boy”.

The functions of euphemisms are classified according to the way in which they contribute to the context of the text. The texts under consideration, four functions are seen, according to whether the expression primarily informs (conveys new information), evaluates (conveys writer’s opinion or attitude), modalizes (conveys writer’s attitude toward the truth-value of his/her utterance or writing), or organizes and functions as a discourse signal (Mazidah, 2007: 35). To these functions may be added a fifth, the 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 (Moon in Rusman, 2000: 45).

According to the explanation above, the purpose of this research is expected to give contribution to linguistic field. It is expected to give a better knowledge and understanding about the types, the meaning, context and functions of euphemism that is used in articles of opinion column of the Jakarta Post newspaper. Hopefully, the readers will get scientific description of these types, functions and meaning of euphemism so that they will not be confused and will be able to identify the language that used euphemism in articles of opinion column in the Jakarta post newspaper.

B. Research Method

The source of data of this study was the articles of euphemism in opinion column of Jakarta Post newspaper from 1 June up to 30 June. Meanwhile, the data of this study are word, phrase or sentence that contains the euphemism. There were 30 data of euphemism found opinion column of the Jakarta post newspaper. There were only 15 data that were taken randomly to be explained and analyzed in this chapter. The analyses of the data were the analysis of the types, meaning, of euphemism, and the analysis of the functions of euphemism.

The data were analyzed by using Allan and Burrige (1991:14) propose that there are thirteen types of euphemism. Metaphor is a word or phrase used to describes something else in a way that is different from normal use in order to show that two things have the same qualities and to make description more powerful which indicates something different from the literal meaning. Idiom is an expression functioning as a single unit whose meaning cannot be worked out from its separate parts. Circumlocution is saying in many words what may be said in a few words. Acronym and abbreviation. Fifth, General-for-specific, a one-for-one substitution.

Hyperbole that uses exaggerated statements made for effect not intends to be taken literally, Litotes (understatement) that uses a negative form to express the contrary,

technical jargon instead of common terms and some technical jargon is either borrowed from another language. Euphemistic dysphemism, which shows the locution in euphemistic but the illocution on dysphemism. Metonymy, which refers to the naming only a part, such as the inventor of the owner since the meaning is closely related. Synecdoche means general to specific, Associative engineering, which shows the change of semantic or meaning of the words or phrases.

C. Discussion

Within a month long observation, from 1st June up to 30th June 2013, the writer had taken 30 data of euphemism found opinion column of the Jakarta post newspaper. There were only 15 data that were taken randomly to be explained and analyzed in this chapter. The analyses of the data were the analysis of the types, meaning, of euphemism, and the analysis of the functions of euphemism.

There are only seven types of euphemism in opinion column of the Jakarta Post Newspaper. they are: (1) The type is categorized into litotes which belongs to the eleventh type of euphemism. It is found in the word “dull”. Dull is not interesting or exciting in any way. Dull means boring. (2) The word despotism above use synecdoche which is a statement to express specific to general or general to specific. The text above is a statement to express general to specific. (3) the word *authoritarian* signifies as euphemistic dysphemism. (4) the type is categorized into acronym and abbreviation. It is the fourth type of euphemism. It is found in the word *incompetent* the word *incompetent* is not having the ability or skill to do something as should be done. the meaning of *incompetent* is stupid. (5) *a weak rupiah* that can categorized into circumlocution. (6) *cripple* is associative engineering, (7) According to the theory of euphemism, the writer found type of euphemism from the text above. The type belongs to idiom which refers to the second type of euphemism.

D. Conclusion and Suggestion

Euphemism used in *Opinion Column of Jakarta Post Newspaper* in June 2013, can be classified into the types, meaning, and functions of euphemism. From thirteen types of euphemism, and nine functions of euphemism. The researcher found types of euphemism, and four functions of euphemism which are used in the news. The nine types that have been already found by the researcher are: acronym and abbreviation, litotes, metaphor, hyperbole, metonymy, associative engineering, circumlocution, and synecdoche. And the six functions of euphemism that have been found by the researcher are: to convince, to order or to request, to criticize, and to inform.

Note: This article is written based on Dita Sukma Sari’s paper under supervision of Muhd. Al- Hafizh, S.S.M.A

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