EUPHEMISM USED IN LANGUAGE OF POLITIC IN *PADANG EXPRESS* NEWSPAPER

Dina Mayang Sari[1], Refnaldi[2], Rusdi Noor Rosa[3]
Program Studi Bahasa dan Sastra Inggris
FBS Universitas Negeri Padang
email: dina.mayangsari@yahoo.com

Abstrak

Tujuan penelitian ini adalah untuk menemukan kata kata eufemisme yang di gunakan oleh penulis berita di Koran *Padang Express* di dalam bahasa politik pada bulan November 2011 dari tanggal 1 sampai 30. Dengan tujuan untuk mengetahui apa apa saja tipe eufemisme dari kata kata tersebut dengan memakai teori *(Williams 1975; Shipley 1977; Rawson 1983; Neaman & Silver 1983; Allan & Burridge 1991).* Dan juga untuk mengetahui makna dari kata kata eufemisme tersebut dengan menggunakan teori *Leech (1975).* Penelitian ini menemukan 4 jenis tipe eufemisme: *semantic change (semantic shift, metaphorical transfer, litotes, understatement, indirection, abstraction), borrowing (external borrowing, internal borrowing,)* serta makna yang ditemukan adalah *conceptual* dan *affective.* Penelitian ini diklasifikasikan sebagai penelitian deskriptif.

Kata Kunci: figurative language, euphemism, types of euphemism, semantic meaning

A. Introduction

Language is a tool of the basic for human to communication that is important in human live. Through the language, human can interact with others in societies in order to maintain their social relationship. Language plays a great part in human life. People use language to survive, to cooperate and to persuade each other. So, language is essential for human since we cannot live without it. In daily conversation people use language to express their idea, thought, attitude, etc.

Leech (1974:40) states that language expresses the feeling and attitude of the speaker and writer. In conversation, people tend to use language with many variations. In daily life, when people speak to other he/she usually use feeling to avoid of using bad words that depend on the situations. In mass media, like newspaper or magazine the journalists usually use feeling to avoid of using bad words to give a good effect to the society. Most of journalists will use explicit

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[1] Mahasiswa Penulis Skripsi Prodi Bahasa dan Sastra Inggris untuk diwisuda periode Maret 2013.
[2] Pembimbing I, dosen FBS Universitas Negeri Padang.
[3] Pembimbing II, dosen FBS Universitas Negeri Padang.

expression if they want to express directly, but some of them prefer to use implicit expression which are considerably soft and mild. These different ways of expressing feeling and attitude of the journalists entail the figurative language.

Figurative language use based on context and situation. The language cannot set by itself because it is related with where, whom, and what the topic talk about. There are 19 kinds of figurative language; alliteration, anaphora, antithesis, apostrophe, assonance, chiasmus, euphemism, hyperbola, irony, litotes, metaphor, metonymy, onomatopoeia, oxymoron, paradox, personification, simile, synecdoche and the last one is understatement. There are many kinds of figurative language that are able to analyze. But this research only analyzes the euphemism one.

The term *euphemism* is derived from two Greek words, *eu* meaning *well* or *sounding good*, and *pheme* signifying *speech*. Many linguists have made an attempt to define this term for clarity. Fromklin (1990:269) states that euphemism is a word of phrase that replaces a taboo word or serves to avoid frightening or unpleasant subject. He says that it refers to a prohibition on the use of mention of, association on with particular objects or persons. Euphemism is usually to express what socially difficult to express in direct terms, then Rawson (1995) explains that euphemism is a word (a phrase) which people use in place of terms which more disagreeable or offensive to themselves to their audience. 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.

Similarly, Shouthland (1997:520) defines that euphemism is the avoidance of words that may be seen as offensive, obscene, or some how disturbing to listeners or readers. Moreover, Harris (2000) says that euphemism is the substitution of mild and pleasant expression for a harsh and blunt one euphemistic word and expressions allow us to talk about unpleasant thing disguise or neutralize the unpleasantness.

Euphemisms are effective because they replace the trigger (the offending word form) by another word form that expresses a similar idea. Euphemism exists in all areas of daily life. Not only found between people in communication but, usually find in mass media such as newspaper, magazine, Television, and radio. Euphemism is different from taboo word, even though taboo is a kind of language style but taboo language is offensive and against politeness. But taboo word can relate with euphemism because taboo word can be replace by euphemism. Taboo word refers to sensitive subject like; mental or physical illness, death and sexual activities or body effluvia. This research focusing for the use of euphemism found in newspaper especially in rubrics of politic in order to know what are the types and the type from the meaning of euphemism in politic news.

According Fujita (2004) there are two types of euphemism; the positive one and the negative one. The positive one is inflate and magnify. Like: *pramuniaga* to replace *penjaga toko*. The negative one is deflate and diminish. They replace language that people prefer to avoid using; besides, they are also defensive in nature, offsetting the power of tabooed term and otherwise eradicating from the language everything that people that people prefer not to deal

with directly. For example: *menghirup udara segar* as euphemism of *bebas dari penjara* ''

Euphemism is classified into five types (Williams 1975; Shipley 1977; Rawson 1983; Neaman & Silver 1983; Allan & Burridge 1991) as follows:

a. Shortening
1) Abbreviation a shortened or contracted form of a word or phrase. E.g. *B.S.* (bullshit) and *T.S.* (transsexual). A shortened word such as *Ladies* (Ladies' room) is also included in this type.
2) Apocopation, shorten or omit the last syllable. E.g. *Vamp* for *Vampire*
3) Backformation is a term formed by removing a real prefix or suffix from an older term. Ex: the word *burgle*, which is derived from *burglar*, is a euphemism for *rob*.
4) Diminutive. The form of a new term by shortening a name and adding a suffix to indicate affection. For example, the word *buttock* is euphemized by *heinie* which is the diminutive of *hind end*
5) Omission, such as *f---* for *having sex*, or *s---* instead of *shit*
6) Clipping is the deletion of some part of word with the same meaning. E.g.*nation* (damnation), *bra* (brassiere), *jeeze* (Jesus Christ).
b. Circumlocution. For instance, *Middle Eastern dancing* sounds better than *belly dance*. A *little girl's room* means a *toilet*. *Postconsumer secondary material* is used instead of *garbage*.
c. Remodeling
1) Phonological Distortion is how euphemism can be created when the utterances intentionally distort the pronunciation of words. For example the word ''*Christ*'' are pronounced by *cripes, crust, and crockery*.
2) Blending. It is formed by squeezing together two or more words that orthographically and phonetically. For example the word ''*Gezunda*'' which derived from the object *goes under* the bed.
3) Reduplication. It is like a repetition of a syllable a word. Is particularly present in children's vocabulary. For example ''*pee-pee*'' (piss), ''*tuzzy muzzy*'' (vagina), and ''*rantum-scantum*'' (copulate).
d. Semantic Change
1) Semantic Shift, general-for-specific and part for-whole euphemisms. The general-for-specific strategy is a one-to-one substitution, such as the use of *go to bed* instead of *having sex.*
2) Metaphorical Transfer. This procedure is a comparison of things of one order to things of another. For example, the word *pimple* is euphemized as *blossom.*
3) Widening, omitting the specific features that would unequivocally identify the referent for example, *growth* (cancer), *foundation* (girdle) and *solid human waste* (feces).

4) Liotes. Is created by replacing a word with the negative expression of its opposite For example, *not bad* for ''*fair*'' and *unwise* for ''*foolish*''
5) Understatement. For example, a nuclear reactor that is said to be *above critical* is actually out of control, and *an active defense* means an *attack.*
6) Indirection. An *assembly center* is an indirect euphemism for *prison*.
7) Abstraction. For instance, an economic *thing* might refer to the state of *slump*, *recession*, or *depression.*

e. Borrowing
1) External Borrowing. Most taboo words are usually rendered in French or Latin. For example, *affaire*, *amour*, and *liaison* are euphemisms for *love*; and *lingerie* for *women's underwear.*
2) Internal Borrowing. Euphemisms can also be from different sublanguages such as jargons or technical terms.

Leech (1974) divides the semantic meaning into seven types. The first type is conceptual meaning. Conceptual meaning refers to the logical sense of the utterance and is recognizable as a basic component of grammatical competence. The second type is connotative meaning it is the communicative value an expression has by virtue of what is refers to, over, and above its conceptual content. The third type of meaning is social meaning, which means a piece of language conveys about the social circumstances of its use.

The fourth type is affective meaning. This meaning concerns how language reflects the personal feeling of the speaker, including the attitude to the hearer what is she or he talking about. Affective meaning can be used to express the emotion. Then, the fifth one of meaning is reflected meaning. It is the meaning that arise cases of multiple conceptual meaning. Most of reflected meaning is illustrated by taboo meaning.

The sixth meaning is collative meaning. This meaning acquires on an account of meaning of words that tends to occur in its environment. The last type of meaning is thematic meaning. It concern about what is communicated by the way in which speaker or writer organizes the message in term of ordering, focus and emphasized.

Based on the explanation above, the purpose of this research is wanted to know what the types and the meaning from the euphemistic word that used by journalists in presenting news because newspaper has a function to give information that happen in society especially in politic field. By using euphemism in language, the journalists able to use more polite language and less freighted when they convey the situation or condition that happen in politic field in order to persuade readers when they read the news and also to maintain the social relationship between journalists to the society.

B. Research Method

The research is classified into descriptive research, because the researcher collects the data through classifying the types and analyzing the meaning from the types of euphemism. The aim of this research is to study the phenomena of euphemism that found in ''*Padang Express*'' newspaper. The data of euphemism in this research were taken from the words that found in language of politic which is published on November 2011 from 1 until 30.

According to Key (1997) descriptive research is used to obtain information concerning the current status the phenomena to describe ''what exist'' with respect to variables or condition in a situation. The data of this research were euphemistic word used by the journalist in presented news, the source of data were taken from ''*Padang Express*'' newspaper in language of politics were published on November 2011 from 1 until 30.

C. Discussions

The researcher got 31 data of euphemistic words that used. The data were classified into the types and the type of meaning of euphemism based on semantic analysis. From this article, the researcher only makes some of euphemistic word used by the journalists together with the analysis that included; types of euphemism and types of meaning based on semantic meaning.

1) Semantic Change

   1. Semantic Shift

      Datum 1
      Selain terkait penegakkan hukum, pimpinan banggar juga jadi punya **wadah**.

      *Besides related to law enforcement, the head of banggar also had an **organization.***

      From datum 1, the word **wadah** is a euphemistic word. Semantic shift is one of semantic processes by means on how euphemistic word can be created. Semantic shift is the substitution of the whole, or a similar generality, for the specific part that is not discussed. From the text, the journalists use the word **wadah** to substitute the word ''*organisasi*''. So, the semantic meaning of that word is a conceptual meaning, because the word **wadah** has several conceptual meaning based on the context, the function, and the use of the word in one topic.

   2. Metaphorical Transfer

      Datum 2
      ''Memangada, semacam **uang saku**. Itu bisa dipertanggung jawabkan,'' kata Timur di Mabes TNI, Cilangkap, Jakarta Timur kemarin.

35

*''There is a **bribe**. That can be overcome,' said Timur in Mabes TNI, Cilangkap, East Jakarta yesterday.*

In datum 2, the word ***uang saku*** is a euphemistic word. The journalists used that word in politic news in order to avoid the bad connotation when the readers read that news. Metaphorical transfer is a comparison of things of one in order to things of another. Most people use that word for replacing the word *''uang jajan. ''*The semantic meaning of that word is a social meaning which is conveyed by a piece of language about social context. It indicates social facts, social situation, class, region, the relation of writer and reader.

3. Litotes

Datum 3
Perang urat syaraf antara tersangka kasus suap wisma atlet SEA Games M Nazaruddin dan KPK nampaknya makin menjadi

Psychological warfare between the alleged bribery cases of homestead an athletes SEA Games M Nazaruddin and KPK seems to be worse.

In datum 3, the word ***perang urat syaraf (pshycological war)*** is euphemistic word because that word is created by replacing a word *adu pendapat.* Litotes is a euphemism that has a function to avoid bad feeling when the readers read the news with the negative expression of its opposition. The semantic meaning of that word is connotative. Because it is the meaning above the conceptual meaning and it may vary based on culture, background or society.

4. Understatement

Datum 4
*''Nggak perlu pakai-pakai **kandidat** lagi, langsung ditetapkan,''* kata Julian di kompleks Istana Kepresidenan, kemarin (10/10)

''No need to use candidate again, direct set,'' said Julian at the house presidential palace, yesterday (10/10).

Form the text above, ***kandidat*** is euphemism that means *competitor or a person active in party politic*s. The word is mostly found in political field. The type of understatement in euphemism can be categorized as one of the form euphemism distortion. So, that the word ***kandidat*** is appropriate to substitute the word *calon* because the word ***kandidat*** is milder than its reference especially in political field. In addition, the semantic meaning that appears in this word is a conceptual meaning.

5. Indirection

Datum 5
Menurutnya, segala bentuk potongan hukuman seperti remisi, *asimilasi,* grasi terhadap koruptor dinilai akan melemahkan semangat pemberantasan korupsi.

*According to him, all forms of discounted penalty such as remission, **assimilation**, clemency for corruption will assess discourage to combating corruption.*

In datum 5, the word **asimilasi** is an indirect expression from *''potongan hukuman.''* Indirection belongs to euphemism because it can be classified as one of the forming euphemism words, and as a categorized from metaphorical transfer. The word is found in political language. The semantic meaning of text is thematic meaning. In thematic meaning, it concerns about what is communicated by the way in which the speaker or writer organizes the message in term of ordering, focusing, and emphasizing.

6. Abstraction

Datum 6
Perombakan kabinet memasuki tahap paling **krusial.** Saat ini, Presiden SBY sudah mulai mempertimbangkan sejumlah nama menteri yang akan diganti.

*Cabinet reshuffle enters the most **crucial** stage. Today, the President SBY has started to consider a number of the name ministers that will be replaced.*

Another way of creating euphemism is abstraction. Abstraction is the classification of euphemism and has a function to serve to distance people from unpleasant or embarrassing truths. Abstraction is some words (*it*, *problem*, *situation*, and *thing*) that help cast ideas in the widest possible terms and make ideal cover-up words. So, it is appropriate from the definition of the abstraction itself because the word **krusial** in the text above is a kind of *situation*. Furthermore, the semantic meaning of the word **krusial** is affective meaning because by read the news, the readers indirectly feels how very significant the situation that happen.

2). Borrowing

  1. External Borrowing

Datum 7
Beberapa pihak menyuarakan agar pemanggilan itu berujung kepada *reshuffle*.

*Several parties voice that led to the **reshuffle**.*

Borrowing belongs to include; external borrowing and internal borrowing words. The journalists commonly use borrowing words from other language based on the topic in the newspaper. In datum 7, the word ***reshuffle*** has the same meaning with ''reorganize''. It is adopted from the foreign language. As mentioned before, the use of euphemism functions to replace a vulgar word or something unpleasant. Borrowing belongs to euphemism and can be classified as one of the processes of how euphemism is created. In addition, the semantic meaning of the word ***reshuffle*** is conceptual meaning because it is a literal meaning.

  2. Internal Borrowing

Datum 8
Rencana kementrian Hukum dan HAM untuk memberlakukan hukuman kriminal minimal lima tahun bagi koruptor tampaknya bukan ***isapan jempol.***

*The plan of the ministry of justice and HAM to impose a penalty criminal at least five year for embezzler apparently **is not true**.*

In datum 8, the word ***isapan jempol*** is kind of external borrowing because it is kind of jargons. It is implicit meaning from the word *informasi yang mengada ada (the information that is not true).* The journalists intentionally use the word that less offensive by using jargon when the readers read it. That word ***isapan jempol*** adopted from Dutch, originally that word is '*ietsuitzijnduimzuigen*' (*duim* = jempol,*zuigen*= mengisap). Semantic meaning of the word is affective meaning because indirectly, when the readers read that news, they adopt polite tone to express displeasure thing.

The analysis shows that the types of semantic shift, metaphorical transfer, understatement, indirection, abstraction, external borrowing and internal borrowing that mostly used by the journalists. In the research, the type of *borrowing (external borrowing and internal borrowing)* from the euphemistic word that mostly found. *Borrowing* belongs to euphemism that can be classified as one of the processes of how euphemism is created. The journalists rather used the type of *borrowing* than the other types. From the data, in datum 7 from the sentence the word **reshuffle** is kind of euphemistic word. **Reshuffle** means ''reorganize''. The journalists intentionally used it in order to reduce pro and contra in society because it is a kind of problem that exists in politic field.

Other type of euphemism that is mostly found in the research is the type of *indirection*. It can be seen from the datum 5. From the text above, the term **asimilasi** is indirect expression of euphemism to substitute the word ''*potongan hukuman*'' that is more polite than the reference. Indirection is one of kind euphemism and communicative strategy used by the journalists in order to avoid a bad feeling when read the news. The type of *indirection* is appropriate used in political news because some consists of embarrassing situation and bad condition.

The type of *abstraction* is also frequently found in presented news. Abstraction is a euphemistic expression where the journalists used it to cover up the situation that happen in politics field (Rawson, 1983). From the discussion of the data above, the word **krusial** is kind of euphemistic word of *abstraction*, that word is used to cover up the ''situation'' because the word indirectly describe on how very significant the ''situation'' that occurs toward the news. Then it's followed by the types of *litotes, metaphorical transfer, understatement, semantic shift, blending and apocopation* which are found.

From the discussion of the research, the researcher also found the semantic meaning from the euphemistics word. The *conceptual meaning* is a type of meaning that mostly found in euphemistic word from the type of *borrowing*. Then from the finding, the researcher found *affective meaning* that is also found from the type of *abstraction, metaphorical transfer and borrowing*. Affective meaning is used to express personal feeling and attitude to the listener or reader to the subject matter of discourse. Besides, *thematic meaning, reflected meaning and social meaning* also found in the news.

The meaning of euphemism is determined based on semantic analysis. It is related to the situation and the participant that involved in the sentences. ''*Padang Express*'' newspaper especially in rubric of politics which is reports the news about situation or problem that happened in politics field that is way the journalists more often used euphemisms in order to avoid bad feeling and make the news less offensive.

D. Conclusions and Suggestions

Based on the discussion above, it could be concluded that not all of those types of euphemism found in language of politics in politic rubric. Politic rubric has a function to give information that happens in politic field. That's way the journalist used polite language in presented news in order to persuade the readers when read the news. The use of euphemism in politic field is used to cover up the

situation like political scandal, profession of ''someone'' and also can create good effects to the society because it is used for replacing a vulgar word and used for substituting a bad connotation become polite and good word. As a result, the terms of euphemism does not only make words more polite but also can make communicating value. Finally, the writer suggests other researchers to do the relevant researches about the using of euphemism. Not only found in Newspaper but also found in communication because the researcher thinks that the using of euphemisms is helpful.

Note: This article is written based on the Dina Mayang Sari's thesis under the supervision of Dr. Refnaldi, M.Litt., 1st advisor, and Rusdi Noor Rosa, S.S, M. Hum., 2nd advisor.

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