

The form of euphemism in Jawa Pos newspaper column in 2023

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Abstract

Euphemisms are euphemism which are a figure of speech or an expression that is used to refine words, phrases, sentences that are harsh or taboo according to the context that follows them to protect the feelings of others. This study aims to: describe the form of euphemism and the function of using euphemisms. The focus of this research is (1) the form of using euphemisms in the Jawa Pos newspaper in 2023. The research is a qualitative research. The data used in this research are words, phrases, clauses, and sentences that contain euphemisms. Data was obtained by data collection techniques, namely reading and recording using the euphemism data table instrument. Data analysis techniques with data grouping, data coding, data interpretation, and data description. The results of this research are: (1) Several forms of euphemism are found, namely the use of initials and acronym abbreviations, the use borrowed words, the use of foreign terms, the use of metaphors, and the use of periphrases.

Keyword: *euphemisms, newspaper, and forms of euphemisms.*

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INTRODUCTION

Euphemism is a symptom of the appearance of forms or words that are considered to have more polite and refined meanings than those they replace, the tendency to refine a word's meaning is a common symptom in Indonesia language society (Amilia & Anggraeni, 2017: 168). Euphemism is a form of expression that is used to protect other people's feelings and make unpleasant expressions worthy of being heard in a good way, a good way can be done by choosing the words you like or expressions that are not taboo (Fadhilasari & Ningtyas, 2021). In essence, euphemism is also an expression intended by the speaker so that it is not too disturbing, offensive, and unsettling to the listener than the phrase or word it replaces (Putri & Rahmawati, 2022).

Euphemism is often referred to as refinement for the use of terms or words according to (Puspitasari & Suryanto, 2019). In line with the opinion, Irawati (2016:2) explains that the euphemisms are all things refer to the same thing, namely to avoid directly mentioning expressions that are felt to offend other parties or expressions that are considered taboo. Euphemism is a subtle expression that is used to replace

expressions that are considered rude or taboo and has function according to the context that follows, whether used to avoid bad things, to protect others people's feelings, and to avoid embarrassment (Soraya, 2021: 97). Euphemism are subtle expressions or some kind of references that may be felt insulting to replace words that may be felt insulting and do not offend people and suggest something that is not good or unpleasant for others (Keraf in, Ramadhani, 2020). Euphemism in everyday life it is often uttered with the intention of softening a speech or utterance so that the information received or given is not negative.

According to Sutarman In Irawati (2016: 2) euphemism has many form of expression including the following: abbreviations, borrowed words, foreign terms, metaphors, and periphrases. The use and use of euphemisms is included in the study of language related to meaning, namely semantics. According to Muhammad (2019: 42) the study of euphemism cannot be separated from semantic theory. According to Chaer (2009: 2) states that semantics is a agreed as a field of linguistics that explains the relationship between things or sign that are marked, or in other word semantics is a field of study in linguistics that studies the meaning or meaning in language. Euphemism iss related to semantics because euphemism in it examines the meaning of expressions that are not considered harsh or more refined as forms of expression that are considered harsh, not offensive, unpleasant, or not detrimental to other people and semantics is the study of meaning or meaning in language. Newspapers are very useful as a means of developing language, because newspapers have a strength that lies in the ability to use language skillfully and well in conveying information, entertainment or opinion in society. At this time, the development of the current era and changes in laws regarding mass media or the press in conveying newspaper information apart from having to use standard language, must also use certain terms or special terms for things that are considered rude or offensive, repace words.

The focus of the problem in this study is regarding the form of euphemism. The reason the researcher chose this focus is because later it will be interconnected and inseparable from the flow of everyday life, so that it can teach to speak softly and politely to respect other people or respect one another. The reasons for the researcher choosing euphemism are as follow: First, the language used in newspapers is formal language which must use good language. Second, using polite and smooth language will avoid misunderstandings between language users. Third, teach the use of language in a subtle and polite manner. Fourth, the us of smooth language can make it easier for readers to understand the contents of the newspaper. Fifth, with euphemisms it makes other people thing critically, because the use of written words is a forms of connotation. Therefore, the reader will try to find the true meaning that is in accordance with the author's thoughts.

METHOD

This type of research is qualitative. According to Sudaryanto (2015: 15), states that the qualitative method is research that is soley based on existing facts or a phenomom that empirically lives in its speakers so that what it prodeces is data as it is. This study examines the forms of euphemisms contained in the Jawa Pos newspaper in 2023. The research data is in the form of words, phrases, clauses, and sentences that contain euphemisms, while the spurce of data in this study is the Jawa Pos newspaper in the Political dan Internasional coloumns sections February-April 2023.

The data collection technique in this study uses documents, which is meant in this study is the Jawa Pos newspaper in the Political and Internasional coloumns of 2023. The

data collection method in this study is the read and note method. The data analysis technique in this study was descriptive presentation by: (1) grouping the data, (2) coding data, (3) interpreting data, and describing the data. The data validity test technique used in this study is the persistence improvement technique. According to Sugiyono (2018:272), increasing persistence is making more careful and continuous observations, in that way the truth of the data will be proven with certainty.

FINDINGS AND DISCUSSION

Euphemism is an expression that is used to smooth over harsh or taboo words according to the context that follows them to protect other people's feelings. Euphemisms are not only used in refinement of words but are also used in shifting meaning in the form of symbols either from words, phrases, clauses or sentences so as to create new meaning. Euphemism is an important topic as the implementation of words, objects, phrases, and sentences used by language users to make inappropriate expressions to sound better (Laili, 2016). The following are the results of the research that the researchers found based on five types of euphemisms in the column of the Jawa Pos newspaper in 2023, and these five forms are: use of abbreviations use of metaphors, and use of periphrases.

The Forms of Euphemism in The Jawa Pos Newspaper Column in 2023.

Euphemism in the Forms of Abbreviations

Abbreviation is the process of shortening a form that is considered long or too long by combining the initial letters into a new, shorter form so that it is easier to pronounce. One type of abbreviation is initials. Initials are abbreviated forms of several existing words and are formed by taking the initial letter of each word so that it becomes a row of letters (Sutarman, 2017:67). The use of abbreviations for the type of initials that are often used, has 3 functions, namely: (1) more practical and economical, (2) more refined abbreviated words, and (3) produce unique terms (Sutarman, 2017:68). The forms of using abbreviations that researchers can find in the following quotations:

"Tiga perempuan PSK yang ditemukan beroperasi, terpaksa di diberi tindakan tegas dan langsung diamankan ke kantor Satpol PP Situbondo". (SKJW/BE/PS/Apr)

The euphemism for the abbreviation initials in the Jawa Pos Newspaper column for 2023 is marked with the word **PSK**. Based on the findings in the newspapers that I found, the word **PSK** was directed at the district government to carry out raids in order to respond to complaints from the public about prostitution activities that were allegedly rife on the Sampan mountain so that they were immediately closed, especially when entering the month of Ramadhan. Officers managed to find three prostitutes who were strongly suspected of still actively serving guests during the month of Ramadhan.

The word PSK is a shortened form of Commercial Sex Worker. The word **PSK** is considered more polite and gentle when heard compared to the word prostitute, because so far people who work by selling sex are often referred to as immoral women or prostitutes. Research conducted by Irawati, (2016) is in line with my research, namely finding the word PSK displayed in newspapers.

Euphemisms in the Form of Loanwords

The use of borrowed words is a medium of communication that always develops from time to time. In its journey, language always accommodates new terms or words that are considered more accurate in expressing a certain concept of meaning. Without adopting words or terms from other languages, language will be difficult to develop.

Indonesian absorbs many word or terms from foreign languages and regional languages as an effort to enrich vocabulary (Suwito in Sutarman, 2017: 75-76). The forms of the use of loanwords that can researchers found in the following quotation:

*"Kami mengucapkan belasungkawa yang tulus atas kematian Jenderal Pervez Musharraf seorang mantan presiden, ketua gabungan Kepala **staf** Pakistan, dan kepla staf militer"*

The euphemistic form of using loanwords in the columns of the Jawa Pos Newspaper in 2023 is marked with the word **staff**. Based on the findings in the newspapers, I found that many high-rangking state officials, government officials and government staff arrived at the residence of General Pervez Musharraf to express their condolences for the passing of the former President of Pakistan. The Pakistani president died in Dubai, after suffering from multiple illnesses. The word **staff** does not only mean employees but also means someone who works in a company or works in an office. The term staff is used because it has a more subtle sense of value than the word employee. The term employee is often used in the word of work but uses more staff calls. Rersearch conducted by Irawati, (2016) found the use of the absorption word staff which means employee.

Euphemism in The Form of Foreign Terms

Foreign terms are always connoted with English terms, even though the use of foreign words initially refers to a language that is not understood by many people. In fact, foreign terms do not only refer to terms or words from regional languages whose meanings are not widely known by people other than speakers of that language (Sutarman, 2017: 79-80). Forms of use of foreign terms that can researchers found in the following quotation:

*"Anggota DPR RI dari Fraksi PKB Abdul Kadir Karding mengajak semua **stakeholder** untuk menggelorakan pemilu bersih. Bersih dari politik uang, kecurangan, fitnah, dan bersih dari Politik". (SKJW/BE/PIAFeb)*

The euphemistic form of using foreign terms in the Jawa Pos Newspaper column for 2023 is maked with the word **stakeholder**. In the findings in the newspapers I found hat in order to make the election before the 2024 elections who will invite all stake holders to take part in the 2024 clean election education event. The word **stakeholder** has the meaning of the ruler or holder of power. The use of foreign terms in the quotation serves to disguise the meaning because the actual meaning is considered to have an unpleasant taste or can offend certain parties. The research results from Damayanti, (2017) are the same as the findings that I found, namely the word stake holder which meabs the holder of power.

Euphemisms in the Form of Metaphors.

Metaphor is a kind of analogy that compares two things directly, but in a short form, for example lan crocodiles, national flowers, souvenirs, and so on (Keraf, 1984 in Sutarman 2017: 81). The form of using metaphors can be researchers found in the following quotation:

*"Pria 45 tahun itu mengeluhkan kondisi para tetangganya yang kesulitan ekonomi. Mulai dari kenaikan harga pupuk yang dialami petani hingga PHK bagi sebagian pekerja. Banyak pedagang yang **gulung tikar**, termasuk keluarga saya, karena modal dan dagangan nggak bisa balik". (SKJW/BE/PM/Apr)*

The phrase bankrupt uses figurative words and there is a choise of words that equates

something with something else, the proof of bankruptcy is equated with bankruptcy. In this phrase, if viewed from its meaning, going **out of business** means going bankrupt, because going **out of business** means a big loss until the business being carried out closes. The phrase bankrupt replaces the word bankrupt. The use of the rolls metaphor in the form of rolls mat teaches readers to be able to choose language that is suitable for use in appropriate situations and conditions. Replacing the word bankrupt with the term bankrupt is something we need to do as social beings who have a sense of sympathy by being concerned about the calamities that befall other people. Supported by the result of research conducted by Soraya, (2021) also found the word bankrupt wich mean bankrupt.

Euphemism of the Use of Periphrases

Periphrasis or paraphrase is re-expressing the meaning of a text orally or in writing by using sentences or words that are longer than the original text. Paraphrasing or periphrasing both must defent the idea of the author in accordance with the original text. Periphrases and paraphrases are not allowed to present anything new, for example, include themes, plots, characterizations, settings, and so on. Things that may be updated are those concerning the use and selection of words or diction (Sutarman, 2017:85). Form of use periphrasis can researchers found in the following quotation:

*"Sayangnya, pasutri tersebut harus kehilangan anak-anak tercintanya. Dua anaknya sudah **meninggal dunia** saat ditemukan. Seorang sempat dibawa keruumah sakit sebelum akhirnya dinyatakan tewas". (SKJW/BE/PP/Feb)*

The euphemistic form of using periphrasis in the Jawa Pos Newspaper column in 2023 is marked with the word **passed away**. In the findings in the newspaper I found that to do the large magnitude earthquake that hit Turkey, many residents died at the scene so that many resident lost their family members. Continued to arrive at the epicenter of the earthquake. The findings of the euphemistic form of the use of the word periphrasis are marked with the word died. The word died is used to replace the word dead or killed. The word died is used because it has a refined and polite sense of value rather than the word dead or killed. The term dead is often used by the public to discus topics that lead to negative things which are sometimes not necessarily proven true. Supported by result form Irawati, (2016) with shows that data on death means deats.

CONCLUSION

Based on the results and analysis above, the researcher can conclude that the use of euphemism is very important in a newspaper and in everyday ;ife. When readers can or are able to understand the form of euphemism in the Jawa Pos newspaper in 2023, then the reader will be find knowledge that has never been found before, namely new knowledge regarding speaking, speaking, and language matters. Then, the form of euphemism can soften words that are considered unkind or impolite. Then, the form of euphemism can soften words that are considered unkind or impolite. The use of euphemisms can also reduse conflicts that arise due to misunderstandings when conveying information or when communicating. In addition, the use of euphemisms can also help readers to more easily understand cultural values in language. With the existence of euphemisms contained in newspapers, it can add insight and can increase the author's skills in sorting out language styles according to the context, so as to foster a better attitude of tolerance for readers.

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