

Analysis of Euphemism and Dysphemism Debate of Presidential Candidates of The Republic of Indonesia in 2024-2029 Najwa Shihab Youtube Channel

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Abstract

This research is intended to identify various forms of euphemism and dysphemism in the debate of presidential candidates of the Republic of Indonesia in 2024-2029. The method used in this study is a qualitative descriptive approach. The source of data in this research is the video of the debate of the presidential candidates of the Republic of Indonesia in 2024-2029 published on Najwa Shihab's YouTube channel. The data collection method used in this study is a documentation technique. The instrument used in this study is the researcher himself. The euphemisms and dysphemes found are the use of abbreviations, the use of absorbed foreign words, terms, metaphors, and perifrasy. The function of euphemism used in the use of euphemisms is politeness and comfort. Meanwhile, the function of dysphemism used is to express swearing or swearing.

Keywords: *euphemism; dysphemism; presidential candidate debate of the republic of indonesia in 2024-2029; Najwa Shihab.*

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Introduction

Language is one thing that cannot be separated from life. Language is used by humans as the main tool to communicate in carrying out daily life. The use of language can make it easier for humans to communicate. Communicating is the process of mutual understanding of speech conveyed by one individual to another. However, communicating using different languages will give rise to different vocabulary meanings. This can happen both from the speaker and the other speaker. Because of the difference between sarcastic language and organized and unorganized word patterns, this statement can be misinterpreted. It is strongly related to euphemism and dysphemism.

In general, the use of euphemisms and dysphemisms occurs in the lives around us. We often unconsciously talk about euphemism and dysphemism, but to see the

use of euphemisms and dysphemism we can witness through the use of internet technology such as social media. Based on these problems, the researcher will examine the forms of euphemism and dysphemism from the expressions of the presidential candidates in the debate of the presidential candidates of the Republic of Indonesia in 2024-2029 Najwa Shihab's YouTube channel.

Method

This study applies a qualitative approach with a focus on the type of descriptive research. A qualitative approach aims to gain a deep understanding and describe in detail a human, social, or cultural phenomenon in its natural context. This method allows researchers to explore the complexity, nuances, and contexts involved in the phenomenon being studied, without being bound by quantitative measurements or statistical data collection. Thus, this study seeks to understand and present a comprehensive picture of forms of euphemism and forms of dysphemism in 2024-2029 presidential candidate debate on Najwa Shihab's YouTube channel.

Results and Discussion

Results

The results of this study were obtained from the problems identified, namely the use of euphemisms and dysphemisms contained in the debate video of the presidential candidates of the Republic of Indonesia in 2024-2029 published by Najwa Shihab's channel. From the results of data collection that has been carried out by researchers, 74 euphemism data and 10 dysphemism data were obtained from 2 videos of presidential candidate debates (the first video of the presidential candidate debate was aired on December 12, 2023 and the second video of the presidential candidate debate was aired on January 7, 2024). Euphemism data includes, the use of abbreviations totals 10, absorbed words totals 9, foreign terms totals 33, metaphors amount to 8, and the use of expressions totals 14. Dysphemism data includes, the use of absorbed words 5, foreign terms totaling 1, metaphors totaling 1, and the use of perifrasis totaling 3.

Based on data on the forms of euphemism and dysphemism expressions, the researcher then explains the forms and functions of euphemism and dysphemism based on Sutarman's theory. The results of the study are presented in a table and explained in the discussion. The following is a table containing various forms of euphemism and dysphemism expressions, euphemism and dysphemism references, as well as the functions of euphemism and dysphemism of presidential candidates in the 2024-2029 Presidential Candidate Debate of the Republic of Indonesia presented by Najwa Shihab's Youtube channel

1. Forms of Euphemism

a) Use of abbreviations

- 1) Anies Baswedan (Calon Presiden nomor urut 1): "Fenomena **ordal** ini menyebarkan di seluruh Indonesia. Kita menghadapi fenomena **ordal**. Mau ikut kesebelasan ada

ordalnya, mau masuk jadi guru ada ordal, mau daftar sekolah ada ordal, mau tiket untuk konser ada ordal, ada ordal dimana-mana."

Based on the quote above, euphemism data was found in the form of the word *ordal* with references that stated the situation. The word *ordal* is a form of euphemistic expression that is chosen using abbreviations in the form of acronyms. Acronym according to Kridalaksana (Sutarman 2017:71) is a shortness in the form of a combination of letters or syllables or other parts that are written or pronounced as words in accordance with the phonographic rules of the language concerned, this is chosen as an alternative form of shortening the word as a new word former.

The word *ordal* is an abbreviation for insider. An insider is an expression or term for someone who is an intermediary to get something in a short time. Obviously this is included in euphemism, because by abbreviating the word is chosen to further smooth or disguise the meaning of the abbreviated word which produces a unique term or abbreviation. Based on the above quote, the euphemism of the abbreviation *ordal* is the context of conversation that functions as politeness and comfort. This was chosen to create comfort for speakers and listeners.

b) Use of absorption words

- 1) *Anies Baswedan (calon presiden nomor urut 1): "Terima kasih, Pak Prabowo perlu kami sampaikan bahwa ketika kami bertugas di Jakarta maka ada begitu banyak izin-izin gereja yang **mandek** 30 tahun, 40 tahun dan tuntas dibereskan, ok".*

Based on the quote above, euphemism data was found in the form of stagnant words with references that stated a situation. The word stagnation is the use of euphemisms with the use of absorption words. The choice of this stagnant word is intended to be felt safer and have euphemistic value. The word stagnation is the use of an absorption word that comes from the Javanese language which means something that has stopped.

Based on the quote above, the euphemism of the word absorption from the word stagnant is a context of conversation that functions for politeness and comfort. This was chosen by the speaker to create comfort for the listener. One of the reasons is also said by Putra (Sari, 2020:152), absorption words are defined as words that come from foreign languages that have been included in a commonly used language.

c) Use of foreign terms

- 1) *Ganjar Pranowo (calon presiden nomor urut 3): "Saya mengapresiasi umpama dalam konteks **terrorism** 2023 relatif tidak ada kita berikan apresiasi itu kepada kepolisian."*

Based on the quote above, the euphemism data found is in the form of the word *terrorism* with a reference stating the situation. The word *terrorism* is the use of euphemisms using the form of using foreign terms. The use of foreign terms according to Sutarman (2017:78) explains that the use of words, phrases, or clauses in foreign

languages, especially those that have the meaning of origin from English, in the context of sentences or discourses in Indonesian, both orally and in writing.

This is based on the reason that the use of foreign terms in certain contexts is considered to have a more subtle and non-vulgar meaning, and has a high euphemistic value because the meaning of the word is more disguised. The word terrorism comes from the English word which means terrorism. The use of the word terrorism in the quote is to replace the use of the word terrorism or threat of violence.

d) Use of metaphors

- 1) *Ganjar Pranowo (calon presiden nomor urut 3): "Saya jadi tidak enak mbak hari ini, mohon maaf. Saya tidak enak karena dua kawan saya sedang nagih janji dan membuka buku lama".*

Based on the quote above, euphemism data was found in the form of old book words with references that stated objects. The word old book is the use of euphemisms using a form of metaphor. According to Kridalaksana (Sutarman 2017:81) states that metaphor is the use of words or other expressions for objects based on figuratives or equations.

The word old book in the true sense is the time that has passed. The use of the word old book in the quote is a metaphor that explains a concept in an object, namely an old book with things that have already been. The quote from opening an old book is a form of euphemism using metaphors that aim to refine the meaning that is intended to be conveyed. The term old book is used because it is disguised so as not to seem too vulgar.

e) Perifrasa Uses

- 1) *Ganjar Pranowo (calon presiden nomor urut 3): "Kebetulan saya punya pengalaman 10 tahun menangani soal ini. Mengajak mereka berpartisipasi sejak awal. Satu menghadirkan dalam setiap musrenbang kelompok perempuan penyandang disabilitas anaknya kelompok rentan yang lain termasuk orang tua."*

Based on the quote above, euphemism data was found in the form of the word person with disabilities with a reference to a euphemism that states the situation. The word person with disabilities is a form of euphemism using a form of perifrasa expression. This is relevant to Sutarman (2017:85) saying that perifrasa is the reuse of the meaning of a word or sentence with longer usage. Quotes for people with disabilities are terms used to convey a person's condition. From this statement, it can be interpreted that people with disabilities are people with physical disabilities. Quotes for people with disabilities are the use of euphemisms in the form of expressions that aim to refine or disguise the meaning conveyed.

2. Forms of Dysfemism

a) Use of absorption words

- 1) *Anies Baswedan (calon presiden nomor urut 1): "setiap pelanggaran hukum tak boleh dibiarkan tak dihukum karena apabila dibiarkan dia akan **menular** dan dia akan dianggap sebagai sesuatu yang benar. Karena itu langkah yang pertama*

adalah setiap kali ada pelanggaran dikerjakan oleh siapapun, kapanpun, dimanapun maka tegakkan aturan, tegakkan hukum, nomor satu, yang kedua kita berbicara kerukunan maka kita harus melakukan usaha berkomunikasi dengan semua."

Based on the quote above, it was found that dysphemism data was found in the form of infectious words with dysphemism references that stated the situation. Infectious words are the use of dysphemism by using the form of using the word absorption. According to Kridalaksana (Sutarman, 2017:76) reveals that the word absorption tends to use the term borrowing which in essence refers to the same meaning in linguistic cases, namely absorbing or taking words or terms from foreign languages and regional languages. The word infectious in the quote has the meaning of influencing others. This expression can create a negative impression on the listener. So the quote is clearly a form of expression of dysphemism with the use of the word absorption.

b) Use of foreign terms

- 1) *Tanggapan capres 2: "saya terus terang saja saya menilai anda tidak pantas bicara soal etik. Itu saja, saya merasa bahwa anda itu **posturing** ya anda itu menyesatkan."*

Based on the above quote, it was found that dysphemeral data was found in the form of the word posturing with a reference to dysphemism that states a trait or circumstance. The word posturing is the use of dysphemism using the form of using foreign terms. The use of foreign terms according to Sutarman (2017:71) is the use of foreign languages that have the connotation of foreign terms originating from English at the level of word units, phrases, or clauses in the context of sentences or discourses that use Indonesian, both orally and in writing.

This is motivated by the fact that the use of certain foreign terms has a wider scope of conceptual meaning so that a long definition is not needed and causes word waste as occurs in Indonesian. In addition, the use of foreign terms for speakers can bring pretense, seem intelligent, and modern. The word posturing comes from the English word which means intentionality. The quote clearly states that the word posturing is a form of dysphemism in the category of using foreign terms. The quote also shows that the number two presidential candidate expresses anger or aggravation as well as a form of exaggerating something.

c) Use of metaphors

- 1) *Jawaban capres 2: "Tetapi intinya adalah bahwa keputusan itu final dan tidak dapat dirubah, ya saya laksanakan dan kita ini **bukan anak kecil** mas Anies, anda juga paham ya, sudahlah. Sekarang begini intinya rakyat yang putusan, rakyat yang menilai. Kalau rakyat tidak suka Prabowo dan Gibran, gak usah pilih kami saudara-saudara dan saya tidak takut tidak punya jabatan mas Anies, sorry ye, sorry ye."*

Based on the quote above, it was found that dysphemism data was found in the form of the word child with a reference to dysphemism that states the trait. The word child is the use of dysphemism using a form of metaphor. According to Kridalaksana

(Sutarman 2017:81) states that metaphor is the use of words or other expressions for objects based on figuratives or equations.

The word child in the sense that it is actually immature or refers to a person who is unable to understand the situation. The sentence "we are not a child of Mas Anies, you also understand, already" is a form of expression of Mr. Prabowo's annoyance with Mr. Anies. Therefore, the quote is an expression of dysphemism with the use of metaphors.

d) Perifrasa Uses

1) *Ganjar Pranowo (calon presiden nomor urut 3): "Mungkin bapak sedikit agak lupa untuk saya mengingatkan karena bapak pernah menjadi ketua HKTI. Pak data petani kita **tidak pernah beres** maka kalau kemudian satu data petani itu bisa kita kelola, maka distribusi pupuknya harus bisa sampai dan tepat sasaran.*

The above quote is dysphemeral data found in the form of words never mistaken with a reference to dysphemism stating the situation. The word never goes wrong is the use of dysphemism using a form of use of expression. Perifrasa according to Sutarman (2017:85) is the reuse of the meaning of a word or sentence with longer use. Quotes never go wrong can be interpreted as a form of term to express a messy or irregular word. From this statement, it can be interpreted that someone assesses work in agriculture. Therefore, the quote belongs to the category of dysphemism forms of expression, the use of perifrasa.

Conclusion

Based on research with reference to the theory of Taboo Language and Euphemisms put forward by Sutarman, the conclusion from the analysis of two debate videos of presidential candidates of the Republic of Indonesia in 2024-2029 on Najwa Shihab's YouTube channel is that there is the use of forms of euphemism, namely the use of abbreviations, absorbed words, foreign terms, metaphors, and perceptions. The use of euphemisms used in the two debate videos is beneficial for politeness and comfort, and to disguise the meaning. In addition, by referring to data that has been collected from two debate videos of presidential candidates for the Republic of Indonesia in 2024-2029 on Najwa Shihab's YouTube channel, the dysphemisms used are collected, namely, the use of absorbent words, the use of foreign terms, the use of absorbent words, the use of metaphors and the use of perifrasa. The use of dysphemism used in the two debate videos is useful for swearing and swearing expressions and to learn the meaning of words.

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