Euphemism of Political News in *Republika* Online Mass Media

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Abstract--- **News is presented not only through printed media but also in the form of online media. Many kinds of news such as, economy, business, law, politic and etc. In presenting a news can use a language that is fairly rough and very fine language. In this study, news is presented in the form of online news. The function of euphemism is to replace or cover up other words and expressions considered taboo and rude. The purpose of this study is to investigate the types of euphemism used in political news in Republika online mass media. This study will be classified into five types (Allan & Burridge 1991) namely ; (a) shortening; (b)circumlocution; (c) remodelling; (d) semantic change; (e) borrowing. The method which is used in this study is qualitative research. In line with this idea, euphemism can be used to make speech or text more polite. The data of this study is euphemism of political news. Based on data analysis, this study reveals that euphemism which are found in political news, namely: circumlocution, remodeling, semantic change (understatement, abstraction, widening). These kinds of semantic change often found in news of politic.**

Keywords: Euphemism, political news, Republika online mass media

I. INTRODUCTION

Euphemism is a universal linguistic phenomenon. As Allan and Burridge (2012) proposed that euphemism is used as an alternative to a dispreferred expression, in order to avoid possible loss of face: either one's own face or, through giving offence, that of the audience, or some third party. As explained by Allan and Burridge above, euphemisms are used to avoid utterances that hurt someone's heart or speech that is not worth saying.

Furthermore, Alvestad (2014) define euphemism is "a word or an expression which is delicate and inoffensive and is used to replace or cover a term that seems to be either taboo, too harsh or simply inappropriate for a given conversational exchange" and is "the substitution of a more pleasant or less direct word for an unpleasant or distasteful one. According to this definition, Duda mention that euphemism in language is possible appears in the form of words and expressions.

Euphemism are needed because of several reasons, they are : 1). (Allan 2012) argues that euphemism used as an alternative to a dispreferred expression, in order to avoid possible loss of face. 2). Euphemism used to replace or cover up other words and expressions considered taboo, rude and inappropriate (Alvestad 2014). 3). Euphemism is used to avoid saying taboo words (Fromklin 2005).

News is very important in our daily life. Sumadiria (2005) argues that news is the fastest report on the latest ideas or facts that are true, interesting and important for most people, through periodic media such as newspapers, radio, television, or internet media.

News can be said as a report about an event that is happening or the latest information about an event. It is a fact that is considered important to be immediately conveyed to the public.

Political news/journalism is a broad branch of journalism that includes coverage of all aspects of politics and political science, although the term usually refers specifically to coverage of civil governments and political power. Political journalism aims to provide voters with the information to formulate their own opinion and participate in community, local or national matters that will affect them.

Therefore, this study will be focused on what types of euphemism are used in political news in *Republika* online mass media.

II. THEORETICAL REVIEW

Euphemism is a universal linguistic phenomenon. As Allan and Burridge (2012) proposed that euphemism is used as an alternative to a dispreferred expression, in order to avoid possible loss of face: either one's own face or, through giving offence, that of the audience, or some third party. As explained by Allan and Burridge above, euphemisms are used to avoid utterances that hurt someone's heart or speech that is not worth saying.

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Euphemism words and expressions allow someone to talk about unpleasant things and 'neutralize' the unpleasantness. Fromklin (2005), euphemism is used to avoid saying taboo words. Wardhaugh (2006) argues that taboo is the prohibition or avoidance in any society of behavior believed to be harmful to its members in that it would cause them anxiety, embarrassment, or shame. Consequently, so far as language is concerned, certain things are not to be said or certain objects can be referred to only in certain circumstances, for example, only by certain people, or through deliberate circumlocution, i.e. euphemistically. Tabooed subjects can vary widely: sex, death, illness, excretion, bodily functions, religious matters, the supernatural. But quite often they extend to other aspects of social life.

Euphemism can be found in many fields. Not only in literary works but also can be found in mass media. There are many news in online mass media, such as economy, law, politic and etc. From political point of view, Fernandez (2014) defines euphemism as the process whereby a distasteful concept is stripped of its most inappropriate or offensive overtones, providing thus a "safe" way to deal with certain embarrassing topics without being politically incorrect or breaking a social convention. Based on the definition of euphemism expressed by Fernandez, euphemism described as a process of removing crude and offensive expressions with a phrase that is more "safe" when coming into contact with an embarrassing topic so that it will not cause violations of social norms. Based on above description, it can be concluded that euphemism is a word to replace the harsh word to say unpleasant thing.

2.2 Types of Euphemism

Euphemism is classified into five types (Williams 1975; Shipley 1977; Rawson 1995; Neaman & Silver 1983; Allan & Burridge 1991) as follows: (1) Shortening (2) Circumlocution (3) Remodeling (4) Semantic Change (5) Borrowing.

2.2.1 Shortening

When encountering words which dare not mention, it replaces them with a shortened word. There are number of different processes:

1) Abbreviation: Rawson (1995) states that words which may create dismay if used in public are acceptable when shortened to their initial letters 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: This process can be defined as the way to shorten or omit the last syllable of word e.g. Vamp of Vampire.

3) Back formation: According to Neaman and Silver (1983), to back form words refers to the substitution of one part of speech with a shortened from for another. The word burgle which is derived from burglar, is a euphemism for rob.

4) Diminutive: This procedure is the formation of a new term by shortening a name and adding a suffix to indicate affection or smallness. For example, the word buttocks is euphemized by heinie which is the diminutive of hind end.

5) Omission: This involves leaving out letters of taboo words after the initial, such as f--- for having sex, or s---instead of shit (Allan and Burridge, 1991).

6) Clipping: clipping is the deletion of some part of a longer word to give a shorter word with the same meaning e.g. nation (damnation).

2.2.2   Circumlocution

Allan and Burridge (1991) call using longer expressions circumlocution. Euphemisms which which have more letters and syllables are deployed in place of a single one. E.g little girl's room means a toilet.

2.2.3. Remodeling

The sound of words can be altered to conceal something that is offensive. This can involve a variety of processes of largely verbal play (Allan and Burridge, 1991).

1) Phonological Distortion: Euphemism can be crated when the speakers intentionally distort the pronunciation of words. For instance, expressions for hell is euphemized by heck or shit by shite or shoot.

2) Blending: Blending is formed by squeezing together two or more words both orthographically and phonetically. For example, the word *gezunda* (a chamber pot), which is derived from the fact that this object goes under the bed.

3) Reduplication: Reduplication, a repetition of a syllable or letter of a word, it is particularly present in childre's bathroom vocabulary such as pee-pee (piss), widdle-diddles (testicles), tuzzy muzzy (vagina), and rantum-scantum (copulate).

2.2.4.   Semantic Change

A number of semantic processes can be tools to create new euphemisms:

1) Semantic Shift: Semantic shift, with reference to Rawson (1995), is the substitution of the whole, or a similar generality, for the specific part do not choose to discuss. For example, rear end becomes bottom, or to sleep with somebody is transformed into go to bed with somebody.

2) Metaphorical Transfer: This procedure is a comparison of things of one order to things of another such as comparison of one flower to another variety. Therefore, the word pimple is euphemized as blossom.

3) Widening: When becoming too painful or vivid, a specific term is moved up in the ladder of abstraction. e.g. solid human waste (feces).

4) Litotes: this type of euphemism is created by replacing a word with the negative expression of its opposite. Thus, we may say untidy or unclean

5) Understatement: Understatement reduces the risk in showing an apparent meaning. For example, a nuclear reactor that is said to be critical is actually out of control and an active defense means an attack (Rawson, 1995).

6) Indirection: Too touchy topic and terms may be alluded to in various ways by mentioning one aspect of the subject, or even by saying what it is not. An assembly center is an indirect euphemism for prison.

7) Abstraction: Some words (it, problem, situation, and thing) help cast ideas in the widest possible terms and make ideal cover-up words.

2.2.5   Borrowing

1) External Borrowing: According to Rawson (1995), most taboo words are usually rendered in French or Latin. For example, affaire, amour, and liaison are euphemisms for love.

2) Internal Borrowing; Euphemisms can also be form different sublanguages such as jargons or technical terms. For instance, a disease such as syphilis can be made less offensive by using technical jargon as trepenemal diseas, luetic disease, or spirachortal disease (Allan and Burridge, 1991).

III. METHOD

This study is conducted by using qualitative research. This research intended to describe the types of euphemism which are found in political news in Republika oline mass media.

Data and Source of Data

The data of this research is euphemism of political news. Hence, the news consisted of word and clause. The source of data is *Republika* online mass media.

IV. FINDING AND DISCUSSION

Types euphemism of political news in Republika online mass media.

In political news, there are many euphemism which are used in it. There are many types of euphemism found in news of politic in Republika online mass media. The types are circumlocution, remodeling, semantic change (understatement, widening, abstraction). Each of types will be discuss below :

1)   Circumlocution

The utterances of data 09

"***Nasdem harus tahu berkaca diri.*** Sudah cukup dia unsur pimpinan. Dia sudah bagus berjuang lagi supaya dia jadi pimpinan   ketua.   *Ya kan ini kan kita   ini   kadang-kadang selalu kepingin lebih   hingga   **pakai jas kebesaran**.*   Nah, Nasdem *enggak* mau itu," kata Surya menegaskan.

In data 09 above, in one paragraph found two euphemisms in different type and discussion. The researcher not separate the utterances to be one by one because it can be difficult to understand the situation happened there. But here, the researcher discuss in the second because the second euphemism is classified into the type of circumlocution. The situation that occurred in the sentence above was the struggle for the seats of the MPR which were increasingly crowded into the subject of discussion by various political parties. Each party is eyeing the position of chairman of the MPR. Based on the words of Surya Paloh in the second euphemism, he does not want something that is really inappropriate for his party. By using the word "*pakai jas kebesaran*" illustrates that he does not want his party to do something that are not in accordance with what they should done.

2)   Remodelling

The utterances of data 27

*Wakil Ketua Umum Gerindra Ferry Juliantono juga menegaskan Gerindra tidak pernah **meminta-minta jatah** untuk menduduki kursi menteri dalam Kabinet Joko Widodo (Jokowi) 2019 - 2024.*

Based on the context of the news, Ferry emphasized that the issues circulating about his party compiling a name to ask for a ration of ministerial positions in the Jokowi-Ma'ruf's cabinet were incorrect. In his statement Ferry stated directly that his party had never asked for rations in the Jokowi-Ma'ruf

cabinet. The purpose of the word asking for ration is the position of minister in the Jokowi's cabinet.

3. Understatement

The utterances of data 44

"*PKS tidak lahir dari **ruang hampa**, PKS lahir dari rahim reformasi di era modern yakni tahun 1999*, oleh karenanya PKS itu kompatibel dengan keindonesiaan dan kemodernan," ujar Sohibul.

Based on the text above, PKS emphasized that the party was one of the Indonesian national entities that was born in the era of modernity. He implied that PKS was not a party that had just appeared in the government. Therefore, PKS will be able to compete in modern conditions.

4. Widening

The utterances of data 12

"*Bagi saya pribadi ketika 10 bulan ini PAN berada diluar pemerintahan, rasanya "sesak napas"*. Tapi kami jadi bisa menunjukkan jati diri dan identitas partai," kata Eddy. Dia mengatakan PAN bisa saja mengambil sikap menjadi partai penyeimbang. Namun, kata dia, perolehan kursi PAN di parlemen pada Pemilu 2019 lalu tidak sama dengan perolehan kursi pada 2014 lalu.

Based on the utterances of Eddy as the secretary of party, He admitted that, before the presidential election took place PAN was in government. But this time when the election took place, PAN was really outside the government. With a situation not like the previous year, Eddy feels it very difficult to deal with situations outside the government. The word *"sesak napas"* is used as description of the party's condition. Based on the meaning of the context, *"sesak napas"* saves the meaning that PAN is facing many challenges and obstacles when He is in the outside the government so that it makes his members feel very difficult with the current state of the party. But even though many challenges are outside the government, PAN is not afraid of the decisions he takes that is outside the government.

5. Abstraction

The utterances of data 01

"*Peluangnya masih terbuka semua, sebelah sini, sana, semua masih **cair***. Tadi saya bicara dengan Pak Muhaimin (Ketua Umum PKB), semua masih cair," kata Muzani di Kompleks Parlemen, Jakarta, Kamis.

Based on the data 01, the utterances above is containing an euphemism. The euphemism found in the first sentence from the utterances. But for more specific, the euphemism lies in the word *cair.* In analyzing the word, the researcher not only saw about the word or sentences above but the researcher should see the context about the news by reading the whole news. This research talking about meaning of the context not only meaning of the word in the sentences. The word *cair* in the utterances above described the situation in MPR. The news above illustrates the conditions created after the presidential election. Based on the context there is no prohibition for anyone who wants to be the chair of the MPR. Therefore, Muzani said that anyone has the right to occupy the MPR seat. That is the meaning of the words above. The statement described the availability of space for anyone who wanted to become the chair of the MPR.

Having analyzed the data of the research, the findings are described there are five types of euphemism which found in political news in Republika based on Allan's theory namely circumlocutiom, remodeling, semantic change (understatement, widening, and abstraction).

There are some points as the important one to be discussed. This research focused on the types of euphemism in political news. There are many kind of type of euphemism in Allan's theory but not all the types found in news of political. The types which found in political news have been explained above.

Republika is one of mass media in Indonesia. Republika divided into two kinds, they are printed and online mass media. In this study, the researcher used Republika online mass media as the subject of this study. Republika is one of mass media which always up to date about news of politic. There are four kinds types of semantic change which are often found in the news of politic in Republika online mass media. They are: metaphorical transfer, litotes, understatement, and indirection.

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