

Euphemism and Dysphemism in CNN Indonesia Youtube Comments and Their Relevance to Language Education

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ABSTRACT

Technological changes are advancing. One of the media currently trending is Youtube. Youtube can be used to convey opinions in the viewed video commentary column. This research has several purposes: (1) describing the euphemism in the video commentary column of Anies Baswedan falling posted on the Indonesia CNN Youtube channel. (2) Describing dysphemism in the video comment column of Anies Baswedan falling posted on the Indonesia CNN Youtube channel. 3) Describing the relevance of research toward language users. This study applied a qualitative method with secondary and primary data sources. Data collection techniques involved listening and note-taking. Speech analysis using the equivalent method was employed to analyze the data. The results unveiled three euphemism comments in abbreviations: BPJS, KPK, DKI. Two forms of euphemism of foreign terms, namely crystal clear and bullshit, were also discovered. Two idiomatic phrases were also identified: *meja hijau* and *tikus berdasi*. The dysphemism was found in the four speech words: *terjerat*, *mampus*, *modiyar*, *jongos*, and one speech phrase of *otak bobrok*. The use of euphemism and dysphemism teaching materials in the elementary school level for the fourth grade can be in Civics KD 3.4, 4.1, and 4.2; for the fifth grade, it is in the Indonesian KD 3.1-3.9 and 4.1-4.9; and for the sixth grade, it is in the Civics KD 3.1 and 3.2, Indonesian KD 3.1, 3.2, 3.4, and 3.6, Social Studies KD 3.2 and 3.3.

Keywords: Youtube, Comment, Form, Speech, Education.

1. INTRODUCTION

The era of globalization has brought many changes to the development of technology, information, and communication. The development is happening rapidly. The pattern of community life also changes along with the development of these three things. Social media has become a means of communicating in this era. Public communication has become extensively broad and even unlimited. However, immensely broad communication leads to the emergence of positive and negative things.

A language is a communication tool humans use daily to communicate, either directly or indirectly. People easily express their opinions on social media. Expressions conveyed are sometimes uncontrolled and exaggerated. Language politeness affects communication because politeness is influenced by ethics [1]. Communicating that considers ethics and manners has to do with power and meaning [2].

Youtube is a social media content that ranks in the top 3, which Indonesian people most widely used. Youtube eases users to view videos and streams. It can also convey opinions in the comments column of the viewed video. People can easily express their opinions and criticisms on the videos they watch through the comments column. Youtube can now be a substitute for television because all the television shows are also shown on Youtube, especially the news. News includes reports containing factual and interesting information, making it always published immediately for the enjoyment of many audiences [3]. The Youtube application can be installed on cellphones, making it easier for the public to access it.

Expressions or opinions conveyed by the community politely are called euphemism. Euphemism has the meaning of a more subtle expression as a substitute for words that feel harsh [4]. It is the substitution of a bad or destructive term [5]. The use of language when

communicating in cyberspace. Hence, people must use the euphemism to avoid misunderstandings and lose face when communicating. Each individual's language affects his character related to himself, the environment, and God [6].

Comments containing the euphemism in the video of "Anies Baswedan Tercebur Parit" (Anies Baswedan Fell into A Trench) posted on the CNN Indonesia Youtube channel were identified with polite language and did not offend others. The use of video euphemism when the governor of DKI fell into a trench on the CNN Indonesia Youtube channel is needed because it can be considered to avoid impolite things or the use of taboo language. Two experts stated that euphemism is an expression in communication that does not offend another person's feelings [7]. Experts further asserted that the euphemism functions as a substitute for inappropriate communication [8].

In addition, there are comments containing dysphemism in the video of "Anies Baswedan Tercebur Parit" on the CNN Indonesia Youtube channel. Dysphemism is a way to change words with a polite or ordinary meaning by using harsh words [9]. The dysphemism contained in the video comment section of the video is usually sent by people who are not pro with Anies Baswedan. Anies Baswedan is the Governor of DKI Jakarta, with pro and contra groups. Groups that are not pro or do not support Anies often send comments containing dysphemism.

The Youtube comment column is a means of communication between pro and contra people and Anies Baswedan. It, of course, creates a conflict between the pros and cons. The use of dysphemism in the comments is increasingly being carried out today. Language dysphemism can offend the speech partner when hearing or reading a sentence. The more dysphemism spoken by the speaker, the more the euphemism that arises from the speech partner. Euphemism and dysphemism are closely related to the world of politics and government. Therefore, every time new news is uploaded on Youtube, comments containing euphemism or dysphemism will appear a few minutes later.

Dysphemism contains several things such as strengthening, exaggerating, frightening, embarrassing, and rude [10]. There are several comments containing these things. The pro and con groups currently have a trending language, namely netizens. Netizens often do not understand social media ethics, causing them to often use excessive dysphemism. Therefore, the public needs to be guided to appropriately use social media. It is closely related to the character of each member of the community in communicating with the speech partner, either directly or indirectly [11]. In interacting and communicating, the speaker must always respect the

speech partner. All that must be performed to achieve harmony between the speaker and the speech partner.

Currently, Youtube is widely used by people. This media can be used as a learning medium. The more video uploads, the more options as teaching materials. The video of "Momen Saat Gubernur DKI Tercebur Parit" (A Moment When the Governor of DKI Fell into A Trench) on CNN Indonesia's Youtube account teaches the use of varied vocabulary, which contains both euphemism and dysphemism.

2. METHOD

This research utilized qualitative data in words, sentences, phrases, and pictures, not numbers. The data were in the form of euphemism and dysphemism expressions in the video comment column for the episode "Gubernur DKI Tercebur Parit" on the CNN Indonesia Youtube account. Primary data were in sentences, words, and phrases containing euphemism and dysphemism on Youtube. The secondary data sources were obtained by searching for relevant documents and journals from previous studies.

Data were collected through note-taking and listening to the comments on the CNN Indonesia Youtube account for the episode "Gubernur DKI Tercebur Parit". Moreover, the listening technique was applied where the researchers were not directly involved in the dialogue, called the conversational engagement method. It was specifically aimed at discovering the euphemistic expressions in the comments.

The speech data analysis technique applied the matching method. It was carried out to describe the forms of euphemism and dysphemism expressions found in the comments column of the CNN Indonesia Youtube account episode "Gubernur DKI Tercebur Parit".

3. RESULTS AND DISCUSSION

3.1 Forms of Euphemism and Dysphemism

This study unveiled euphemism and dysphemism in the comments of the video of Anis Baswedan when he fell into the trench on September 12, 2021, posted on the CNN Indonesia Youtube channel. The expressions were conveyed in good and bad opinions.

3.1.1. Euphemism in Abbreviations

The following is the euphemism in abbreviations found in the video commentary column of Anies Baswedan falling into a trench posted on the CNN Indonesia Youtube channel. An abbreviation is a shortened form that includes one letter or more [12]. It is also a shortened form of a general adjective [13].

There are three abbreviated utterances below, which are initial forms of speech.

- (1) **Mr. Aghul Khan:** “*Semoga gotnya tidak memar dan luka berat. Kasihan gotnya tidak ada BPJS.*” [“Hopefully, the trench is not bruised and seriously injured. It is a pity that it has no BPJS”] (12/9/2021)
- (2) **Rinto Bela:** “*Alam neh.... Terjerumus karna kebusukan yang BAU, apakah akan masuk bui KPK???*” [“This is nature.... He fell because of the smell of ROT, will he go to KPK jail???”] (12/9/2021)
- (3) **Mandala Bird Farm:** “*Baru kecebur parit pak. Nanti juga kecebur dari kursi DKI...*” [It was just falling into a trench, Sir. Later, you will also fall from the seat of DKI...] (12/9/2021)

The abbreviated euphemism expressions revealed three initial utterances. (1) **BPJS** is an abbreviation of the Social Security Administrator. The speaker’s meaning of “*got*” (trench) is likened to a living creature that requires treatment if it is injured. On the contrary, the speaker does not pray for Anies Baswedan. The speaker describes Anies Baswedan as having everything, while the trench where Anies Baswedan is stuck represents commoners.

Related to speech (2) **KPK**. The euphemistic reference in the word is an activity. The speaker’s intention in writing the comment is the thought that Anies Baswedan’s accident depicts a sign of nature. The place the governor fell can be described as a place where the water flows that smells dirty. The speaker also associates the event with prison. This comment is followed by a question mark by the speaker asking whether Anies Baswedan would go to the KPK prison. KPK stands for Corruption Eradication Commission.

The statement (3) **DKI** is an abbreviation of the Special Capital Region. The public usually uses DKI as the name for the Special Capital Region to make it easier and clearer. Comment from Mandala Bird Farm: “*Baru kecebur parit pak. Nanti juga kecebur dari kursi DKI...*” The word “*kecebur*” has the same meaning as falling into the water. The speaker meant that Anies Baswedan had just fallen into a trench. The speaker asked Anies Baswedan not to look panicked in front of the residents about what had just happened because the speaker thought that Anies Baswedan would soon fall from the DKI seat as well. The meaning of the chair is position or power. Anies Baswedan has been the governor of DKI from 2017 to 2022. The speaker seems to say that Anies Baswedan will have more bad luck than just falling into a trench.

3.1.2. *Euphemism in Foreign Terms*

Here is the euphemism in foreign terms in the video commentary column of Anies Baswedan falling into a trench posted on the CNN Indonesia Youtube channel. According to Sutarman (2013:78), the use of foreign terms is the same as using the language for abbreviations, phrases, and clauses in the context of a sentence or an Indonesian-language discourse, either orally or in writing.

- (4) **Reza Dipatisurya:** “*Seluruh Saluran Cمبرan di Kecamatan Koja jadiin Kolam Koi aje macam di jepang, kalo puja nyebur air nye bening “Crystal Clear”.* Ngarep, Canda ya gak!?” [“Just turn all sewers in the Koja District into a koi pond, like those in Japan, if the puja gets into the water, it is “Crystal Clear”. Hoping, it’s just a kidding, isn’t it!?”] (12/9/2021)
- (5) **Jenny Azka:** “*Jatuhnya dibuat buat kayak pemain sinetron dasar bullshit*” [“The fall looks fake as if a bullshit soap opera actor”] (12/9/2021)

The comment expressed by Reza Dipatisurya in speech (4) uses an English term of crystal clear. The euphemism reference for crystal clear means extremely clear in Indonesian. The speaker’s intention to use it aims to strengthen the previous statement, stating the desire to express the idea of making the sewer, where Anies Baswedan fell into, a koi pond like those in Japan. The speaker calls a koi pond because it is clean, unlike long, small, and dirty ponds commonly called trenches. The comment contains a joke so that Anies Baswedan fell into a clean water channel, unlike as seen in the video. Speech (5) “*Jatuhnya dibuat buat kayak pemain sinetron dasar bullshit*” by Jenny Azka expresses frustration. The speaker wrote bullshit as an expression of annoyance toward the falling scene that seemed fake and imaginary, like an exaggerated scene usually played in a soap opera drama.

3.1.3. *Euphemism in Idiomatic Phrases*

The following presents the euphemism in idiomatic phrases found in the video commentary column of Anies Baswedan falling into a trench posted on the CNN Indonesia Youtube channel.

- (6) **AurD:** “*Bentar Lagi Paritnya Masuk ke Meja Hijau*” [“The trench is soon entering the green table”] (12/9/2021)
- (7) **Hadi Triono:** “*Yg suka masuk got kan TIKUS/ tikus berdasi*” [“The ones who like to enter the trench are rats/ rats with ties”] (12/9/2021)

The euphemism of the idiomatic phrase in speech (6) is the green table, where the euphemistic reference is court. The green table means the court has decided the case, known as the trial. The speaker meant that Anies Baswedan would punish the trench as a form of justice for making him fall into a trap. Speech (7) contains a phrase of “*tikus berdasi*” (rats with ties). The speaker compares Anies Baswedan with a rat stated with the utterance, “*Yg suka masuk got kan TIKUS/ tikus berdasi*”. The speaker seems to reveal the parable of humans and animals. Rats with ties are state criminals, namely government officials who commit corruption. The speaker considers Anies Baswedan a government official who commits fraud with his comment. The speaker has expressed what he feels indirectly using “*tikus berdasi*”.

3.1.4. *Dysphemism in Words*

Researchers discovered comments containing dysphemism in words in the video of Anies Baswedan falling into a trench posted on the CNN Indonesia Youtube channel.

- (8) **Tipung Setya:** “*Anis terperosok/kejebur di got/parit ini bisa menjadi pertanda/berlambang buruk bagi kehidupannya dalam waktu dekat... mungkin saja Anis akan terjerat kasus yang dapat membawanya masuk penjara.....ikut prihatin*” [“Anis fell into a trench can be a bad sign/symbol for his life shortly.... Maybe he will be caught up in a case that takes him to jail.....so sorry”] (12/9/2021)
- (9) **Surya Adiputra:** “*Bentar lagi kena setruk.biar mampus*” [“He will soon have a stroke, let him die”] (12/9/2021)
- (10) **Agung Indraswara:** “*Mampus loo..gubernur lebay.. kapur modiyar*” [Just die.. what an overreacting governor.. slaked lime”] (12/9/2021)
- (11) **Duta Hernandez:** “*Gk apa-apa deh pak anies jngan menyerah walaupun dki isi nya kebanyakan pendatang atw jongos...*” [“It’s okay, Mr. Anies, don’t give up, even though DKI is mostly filled with immigrants or servants...”] (12/9/2021)

The word “*terjerat*” (caught up) in the speech (8) indicates that the speaker says it as if he is guessing. The word is used as a form of not liking the governor’s performance. Commenting with harsh language is a form of irritation; the speaker does not even see his own

life, and he carelessly comments on the future of others. “*Terjerat*” has a less polite sense.

The utterance (9) from Surya Adiputra is the dysphemism with the meaning of cursing. It can be seen from the commentary that reads, “*Bentar lagi kena setruk, biar mampus*”. The speaker prays for a bad thing to happen to Anies Baswedan. Through a video showing that Anies Baswedan fell into a trench, when viewed from the speaker’s condition, he assumes that the governor is in a dirty place and witnessed by the community at that time. The speaker expresses his dislike for the governor by saying a bad prayer. The word “*mampus*” (dead) has a painful value to humans.

Narration (10) from Agung Indraswara mentions “*modiyar*”. It has an extremely rude dysphemism with the meaning of someone dying very harshly. His utterance, “*Mampus loo..gubernur lebay.. kapur modiyar*” contains a sense of hatred. The word “*mampus*” also has a harsh meaning, and the speaker also states “*lebay*” (overreacting). Along with technology development, language also develops. The word “*lebay*” is usually directed at someone who is excessive. The speaker seems to think that Anies Baswedan is overreacting. “*Lebay*” is a familiar slang that has been often used.

The dysphemism reference of “*jongos*” in utterance (11) “*Gk apa-apa deh pak anies jngan menyerah walaupun dki isi nya kebanyakan pendatang atw jongos...*” is associated with a male servant. It is a noun. The comment of Duta Hernandez implies that although Anies Baswedan fell into a trench during his visit, there are no problems. Duta Hernandez’s statement seems to quip the governor’s performance. The statement seems to say that anyone who comes to DKI becomes a servant, which is extremely rude.

3.1.5. *Dysphemism in Phrases*

The following is data on dysphemism in phrases found in the video commentary column of Anies Baswedan falling into a trench posted on the CNN Indonesia Youtube channel.

- (12) **Gani Rusli:** “*Otak bobrok mah bebass*” [“A brain-dilapidated man is free to do anything”] (12/9/2021)

The phrase “*otak bobrok*” in Gani Rusli’s comment has a dysphemism of a dilapidated brain. This language is absolutely rude and contains an insulting element. The word dilapidated has the same meaning as damaged. This phrase is a combination of corrupted

thinking, while the human brain is not just a scrap likened to a dilapidated word. The one writing such a comment has an intention to curse Anies Baswedan, who serves as a brain-dilapidated governor, by harshly saying that the governor is stupid. The comment suggests people let Anies Baswedan do everything as seen and heard in CNN Indonesia's uploaded video. The use of the word is quite rude. It is impolite to be consumed by internet citizens or often called netizens.

3.2. *The Relationship between Euphemism and Dysphemism in Education*

Euphemism and dysphemism in education are used to express opinions properly to not hurt others. In addition, they are used to create news headlines that can attract readers' interest. Education is about delivering learning materials by teachers to students. The materials regarding the use of euphemism and dysphemism can be found at various levels of education, such as elementary, high school, and even university.

Teachers can utilize teaching materials with euphemism and dysphemism in the discussion. The introduction of various forms and the use of euphemism and dysphemism in learning can minimize the use of words to sentences that are not well spoken, either directly or indirectly, such as using social media. The teaching materials delivered can familiarize students with good words, either orally or in writing.

Teaching materials related to euphemism and dysphemism at the elementary school level can be delivered to the upper-class group (fourth, fifth and sixth grades). They can be conveyed in several fourth-grade learning contents, including Civics and Indonesian. For Civics, it is at KD 3.4, while Indonesian is at KD 4.1 and KD 4.2. In fifth grade, they can be found in the Indonesian language learning content in KD 3.1 to KD 3.9 and KD 4.1 to 4.9. As for the sixth grade, it can be delivered in learning on Civics, Indonesian, and Social Studies learning. For Civics learning content, there are KD 3.1 and KD 3.2. The content of Indonesian lessons is found in KD 3.1, KD 3.2, KD 3.4, and KD 3.6. As for the content of Social Studies, there are KD 3.2 and KD 3.3.

Additional teaching materials related to using euphemism and dysphemism can be beneficial for students, especially if they have been implemented or instilled early on, such as since elementary school. The use of good language becomes a good habit for teachers and students in selecting and using words not to hurt others' feelings. The teachers can be an example for students to apply in everyday life. Thus, language teaching materials can be utilized as a method to create

the next generation who has a wary soul to speak well and express something in writing.

4. CONCLUSION

All forms of events in Indonesia today are easily captured by the camera. On September 12, 2021, CNN Indonesia's Youtube uploaded a video of Anies Baswedan falling into a trench. The comments reaching 2,900,000 are in the form of euphemism and dysphemism. Euphemism is a subtle language in contrast to dysphemism, which has a rough meaning. The euphemism from the discussion was found in abbreviated expressions, foreign terms, and idiomatic phrases, while dysphemism was discovered in words and phrases. There are 12 utterances containing euphemism and dysphemism.

Euphemism and dysphemism can be used as materials for teaching at various levels of education, both in elementary, high school and even college. The use or insertion of teaching materials related to euphemism and dysphemism in learning allows students to have a sense of responsibility in speaking. The elementary school level is a basic means of forming a sense of prudence. These teaching materials can be tucked into the upper class (fourth, fifth, and sixth grades). It is adjusted to the basic competencies (KD) that can use teaching materials with euphemism and dysphemism.

AUTHORS' CONTRIBUTIONS

Anis Cipta Ria, a 2018 Indonesian Language and Literature Education student, is a researcher and the first author of an article entitled *Euphemism and Dysphemism in CNN Indonesia Youtube Comments and Their Relevance to Language Education*. She contributed to finding ideas, searching and processing data and analyzing data to become a complex problem between finding ideas and solutions. Mrs. Atiqa Sabardila, as the second author, contributed to providing criticism, suggestions, and input. The third and fourth authors helped provide input for this article.

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