Euphemisms on @tempodotco Instagram's News Posters and Its Relevance as Teaching Materials in Junior High School

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ABSTRACT

Euphemism is a more subtle expression used to replace expressions that are felt harmful and considered taboo. This study aims to describe the forms and the implications of euphemism in poster learning. This study used the descriptive qualitative method. The data that had been obtained was described in the form of words. The data used in this study was utterances in the news headline by the Instagram account of @tempodotco. The data in the study were collected using documentation, listening, and note-taking techniques. The data were analyzed using *Hubung Banding Menyamakan* (HBS) technique with the intralingual equivalent method. This method and technique were carried out to describe lingual elements by connecting and then comparing the same linguistic data, in the form of euphemisms, to find similarities in the data, such as this -things related to the meaning, the context of the speech, and others. Based on the research, it can be concluded that 15 euphemistic data were found on the @tempodotco news poster during September and October 2021. The forms of euphemism found were divided into four parts with the following distribution: 5 in the use of abbreviations (use of initials, use of acronyms, and standardized forms), 2 in the use of loanwords, 2 in the use of foreign terms, and 6 in the use of metaphors. In addition, other forms of euphemism can be used as teaching materials for studying presentation patterns and language and messages in posters for junior high school students in the context of moral formation through smoothing words and sentences in euphemisms.

Keywords: Euphemism, Instagram, Learning, Poster.

1. INTRODUCTION

The use of Indonesian in communication has various forms, one of which is journalistic language. Journalists' variety of languages must meet grammatical rules consisting of correct sentence structure, correct diction, and the use of standard language [1]. Even though the journalistic language is standard, it must be short, straightforward, and enjoyable. The goal is that the public can obtain information through the news presented easily but still interesting to read.

In addition to journalistic language, Indonesian has various uses, such as in education, state affairs, and developing science and technology, to language in the mass media. Mass media or press is a social institution that carries out journalistic activities to provide a means of communication to the public regarding developing issues, either in writing, images, or other forms through various types of available channels, both through print and electronic media. News headlines' issues or discourses are unique in writing [2]. The Indonesian language used in the mass media has an essential role in voicing the people's aspirations, and the use of various Indonesian languages in the mass media aims to make news headlines more attractive to readers [3].

Variety of language in the mass media, one of which is euphemisms. Euphemisms can replace expressions that are felt to be detrimental and unpleasant. Through writing, speakers and speech partners can use the boundaries between characters to throw utterances [4]. Euphemism is a linguistic practice or speaking of something that avoids being rude, taboo, sloppy, impolite into an expression that is more pleasant, subtle, polite,

and acceptable [5]. This term can form a euphemism in forming a more positive image related to social etiquette.

Through euphemistic language, a person can talk about something that is felt to be uncomfortable without hurting the other person. Thus, the relationship between the speaker and the speech partner will take place well [6]. The use of euphemisms gives color to various languages in the mass media. Euphemisms are not only used to replace words that are considered rude but also relate to expressions that are still taboo [7].

Previous researchers [8] have also researched the use of euphemisms in the professional field. The results show that euphemisms occur through two formations: using terms in English and replacing existing terms in Indonesian use with more positive connotations. [9] and [10] researched the use of euphemisms and dysphemisms in television programs. The study results found eight forms of euphemisms in the form of flippancy, expression, and figurative. Euphemisms in television programs aim to soften an utterance so that others do not feel offended; a euphemism that aims to keep something secret; euphemism to disguise a meaning; a euphemism that aims to be diplomatic or rhetorical about something; euphemism for respecting others; and euphemisms to avoid panic and fear.

Euphemisms in mass media news was also done by [11], [12], [13], [14], [15], [7], [16], and [17]. The mass media in question are Koran Tempo, Kompas TV, Posmetro Padang, Solopos, Republika, Jakarta Post, and Tempo Magazine. The research results show that euphemisms are aimed at diplomacy or have rhetorical goals, replacing words with negative connotations, keeping things a secret, respecting others, and euphemisms are used to insinuate and criticize gently. The forms of euphemism are divided into five parts, including abbreviations, foreign terms, metaphors, and periphrases. In addition, euphemisms can also be in the form of metaphors, hyperboles, circumlocutions, acronyms, abbreviations, omissions, synecdoches, idioms, and metonyms.

Research in the register of political languages conducted by [18] in euphemisms can be compound words, simple words, complex words, phrases, mixtures, and abbreviations. In addition to euphemisms in political language, euphemisms can also be used in novel writing, researching the use of euphemisms in the novel "Laskar Pelangi" by Andrea Hirata are used to replace terms that are considered offensive and difficult to accept in society. The language expressed is more polite and acceptable to society.

Euphemisms can be used in various ways, one of which is euphemisms in education, such as research conducted by [19] and [20]. The form of euphemism found in the lecturer's instructions is in the form of a must or an obligation; giving bonuses; imaging; efficiency; harmony; utility; trust; generosity; and affirmation. The study of euphemisms can introduce educators to a solution that can be used in dealing with students by manipulating words or sentences and disrespectful or rude language to avoid negative impacts on students. However, educators still have to pay attention to various rules and guidelines according to the context of speech.

Posters are publication media that can be used for various things, such as the "Downy" clothing fragrance advertisement poster researched by [21]. The advertising poster for the "Downy" brand of clothing fragrances brings up semiotic signs in the form of icons, indexes, and pink symbols, all of which are shown by the female figure who is the model in the "Downy" brand advertisement. The female figure in the advertisement is an innocent woman with a beautiful face, white skin, and makeup that looks like a princess. In addition to advertising posters, posters also have other uses, such as writing news headlines, education posters, health-themed posters, and others.

Posters as publication media can be found in public places and social media. In addition, posters as learning media have specific criteria or assessments that can be followed so that the use of poster teaching materials can run more optimally [22]. Posters can help train students to develop their ideas and then put them on a poster. Posters can be made as creative as possible by students. Students can process the language used by using euphemistic language as a reference. Eighth-grade junior high school first-semester students study poster material at basic competence 3.4 and 4.4. Through the euphemisms found in the news by @tempodotco on Instagram, the teacher can use it as material for Indonesian subjects, the linguistic text of the poster. Euphemisms will train students to make posters with an effective and efficient linguistic structure but still use polite language and prevailing manners.

Research on the form of euphemism in the headlines implemented into Indonesian language teaching materials in junior high schools was carried out by [7]. The euphemisms in Tempo newspaper news can be used as teaching materials for learning Indonesian in news text material with basic competence 3.1. The use of euphemisms in Tempo newspaper news implemented as teaching material aims to form good morals for students because euphemisms positively impact students' insight in communicating with others.

Research on euphemisms as teaching materials was also carried out by [23]. This research examines the form and function of euphemisms in President Jokowi's social media comments which are then implemented as teaching

materials for Indonesian language subjects. The results showed that euphemisms were found on President Joko Widodo's Facebook social media account, which consisted of metaphors, figurative expressions, circumlocution, flippancy, acronyms, cutting, abbreviations, one word replacing another, foreign terms, *ellipsis*, jargon, hyperbole, idioms, and loanwords. The form and function of euphemisms can be used as teaching materials in Indonesian language subjects in the 2013 curriculum.

The relationship between this research and the previous research is researching the implementation of euphemisms that can be used as teaching and learning materials for Indonesian language subjects. While the difference in the current study with previous research lies in the object and subject. This study examines the form of euphemism that lies in the posters used by speakers in news headlines in electronic media. Therefore, the author raised the topic of euphemism in the mass media with the headline "*Eufemisme pada Poster Berita Instagram @tempodotco dan Relevansinya sebagai Bahan Ajar di SMP.*" This study aims to describe the forms of euphemisms and the relevance of the forms of euphemisms in the @tempodotco news poster as teaching materials in Junior High Schools (JHS). The researcher chose this topic because the forms of euphemisms found could be used as teaching materials to examine posters' presentation patterns and language in junior high school students. The form of euphemism can positively impact students because it contains refinement of words and sentences as a form of morale for junior high school students.

2. METHOD

This study used the descriptive qualitative method. The research data obtained were described in the form of words. The data used in this study was utterances in the news headline by @tempodotco on Instagram. The data in this study were collected using documentation, listening, and note-taking techniques. Data were obtained through supporting documents in writing and images related to the data. The listening method was done by listening to the language in the news headline. The note-taking technique was done by recording the data obtained. The data were analyzed using the intralingual equivalent method with the Equal Comparison (HBS/*Hubung Banding Menyamakan*) technique. This method and technique were carried out to describe lingual elements by connecting and then comparing the same linguistic data in euphemisms to find similarities in the linguistic data, such as matters relating to meaning, the context of the speech, and others [24].

3. RESULT AND DISCUSSION

3.1 Euphemism Forms

The euphemism forms used by society according to [25]: the use of abbreviations (consisting of acronyms, initials, and standardized forms); the use of foreign terms; the use of loanwords; the use of periphrases; and the use of metaphors. Classification of euphemistic forms on news posters is presented in Figure 1.
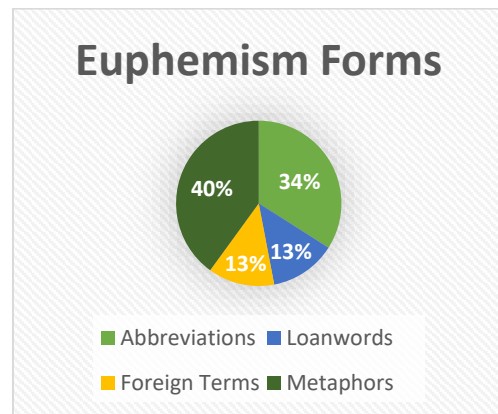

Figure 1. Euphemism Forms on @tempodotco Instagram's News Posters

Of the five forms of euphemism, the authors found four forms of euphemism on @tempodotco Instagram's News Posters. From 15 data, 34% use abbreviations (consisting of initials, standardized forms, and acronyms); 13% use loanwords; 13% use foreign terms; and 40% use metaphors.

3.1.1. The use of abbreviations

Euphemisms in abbreviations consist of initials, acronyms, and standardized forms based on their form.

3.1.1.1. Initial Forms

In the news headline by @tempodotco, one form of initials was found, with the description in Table 1.

Table 1. The use of Initials

Data	Code
"OTT KPK di Kalsel, Terduga Dibawa ke Jakarta"	SIN-IN/01

Data SIN-IN/01 shows a form of euphemism in words ***OTT*** and ***KPK***. According to [26], OTT stands for *Operasi Tangkap Tangan*, while the KPK is the *Komisi Pemberantasan Korupsi*, an independent state institution that functions to eradicate corruption. The pros and cons of implementing the OTT by the KPK give rise to various perspectives [27] to smooth out the term arrest operation, which has a negative connotation and is inefficient in

writing, the term euphemism in the form of an abbreviation is used.

OTT is a term for covert operations used by the KPK to arrest corruptors in Indonesia [28]. Euphemisms in initials are used to replace words considered less efficient. Posters are presented in concise language; therefore, abbreviations are needed to make it easier to write news on posters.

3.1.1.2. Acronym Forms

Two forms of acronym usage were found in the @tempodotco Instagram's news headline, with the analysis in Table 2.

Table 2. The Use of Acronym

Data	Code
*"Isu **Pungli** yang Muncul Setelah Api Padam"*	SIN-AK/01
*"Ketua MPR Sebut **Gaptek** Jadi Kendala Pejabat Tua Lapor LHKPN"*	SIN-AK/02

Data SIN-AK/01 is a form of euphemism located in the word ***Pungli***. Based on [26], *pungli* comes from the word *pungutan liar* or extortion. Acronyms are used by combining several other word combinations and according to the rules. Extortion is an act carried out by an unscrupulous state official by asking a client for money contrary to applicable regulations [29]. Euphemisms in acronyms aim to form new, more productive, shorter, and more practical words.

The SIN-AK/02 data has a form of euphemism that lies in the word ***Gaptek***. *Gagap Teknologi,* or technological stuttering, is an abbreviation of *Gaptek*, a social condition that makes people unprepared or unaware of existing technological developments. The use of euphemisms in the word *gaptek* aims to smooth the original abbreviated word. *Gagap,* or stuttering, according to [26], is a speech disorder in which errors in speech are made by repeating sounds or words. The term *gaptek* in the speech is addressed to old officials. Lack of direction from the environment and family can be a factor causing parents to be technologically stuttering [30]. To refine the word '*gagap*,' which has a negative meaning, euphemisms should be used in news writing as a more polite expression.

The use of initials in Table 1 and acronyms in Table 2 is a shortening term with positive and negative impacts. New terms or forms produced by the shortening process can expand the linguistic treasures, such as the emergence of new vocabulary when their implementation does not hinder the process of communicating [31]. In poster learning, using initials and acronyms positively impacts students, making it easier to write posters with

limited space, but the message can still be conveyed. The form of initials and acronyms used in writing news headlines is is familiar to the public. If there is a less familiar form, then the original length or term of the abbreviation will be explained in the news content in a more complete and detailed manner. Therefore, abbreviations have positive and negative impacts on their use.

3.1.1.2. Standardized Forms

Based on the analyzed data, it was found that two abbreviations were used in standardized forms, with the descriptions in Table 3.

Table 3. Standardized Forms

Data	Code
*"Bareskrim Tetapkan **Irjen** Napoleon Jadi Tersangka Penganiayaan Muhammad Kace"*	SIN-BB/01
*"Gatot Nurmantyo Duga Pendukung PKI Susupi TNI, **Pangkostrad** Dudung: Tuduhan Kecil"*	SIN-BB/02

Data SIN-BB/01 and SIN-BB/02 use euphemisms in a standardized form, located in the words ***Irjen*** and ***Pangkostrad***. According to [26], *Irjen* is an acronym for *Inspektur Jenderal* (Inspector General), while *Pangkostrad* is an acronym for *Panglima Komando Strategi Angkatan Darat* (the Commander of the Army Strategic Command).

Certain abbreviations and acronyms must be written consistently and follow applicable rules. Writing abbreviations and acronyms referring to titles, ranks, or official names of government institutions is standardized nationally by the Language Center [25].

3.1.2. The use of Loanwords

Two forms of loanwords were found in the @tempodotco Instagram's news headline, with the analysis in Table 4.

Table 4. The use of loanwords

Data	Code
*"Faisal Basri Sebut Proyek Kereta Cepat **Mubazir**: Sampai Kiamat Tak Balik Modal"*	SER/01
*"Polisi Tangkap Pelaku Penembakan **Ustad** di Tangerang"*	SER/02

Data SER/01 is included in euphemisms on loanwords in the word ***Mubazir***. There is no double phoneme in Indonesian or *syiddah*, so when the vocabulary in Arabic that has been absorbed into Indonesian contains a double phoneme, then one of the phonemes is removed. As in the words of *Mubazzir,*

which later absorbed the term into the Indonesian language, became *mubazir* [30]. In Indonesian, the word *mubazir* means being useless.

Data SER/02 has a form of euphemism in the word **Ustad**. The word *Ustad* is a non-standard form of *Ustaz* [26]. The phoneme /ż/, when absorbed into Indonesian, will not change [30]. *Ustaz* is a designation pinned to men, which means a religious teacher or professor.

The two data above show the euphemism found in loanwords from Arabic. The use of loanwords aims to replace foreign terms difficult to find suitable equivalents in Indonesian. In addition, the use of loanwords is safer and has a higher euphemistic value because the original word's meaning is disguised [27], as in the word *mubazir,* which has a negative meaning.

3.1.3. The Use of Foreign Terms

Two data were found on news headlines that used foreign terms. Both data will be analyzed in Table 5.

Table 5. Penggunaan Istilah Asing

Data	Kode
*"Kominfo: Kami Hanya Mengatur Konten Negatif, **Buzzer** Bukan Urusan Kami"*	ASN/01
*"Polisi Tangkap Direktur TV Swasta karena Diduga Kerap Sebar **Hoax**"*	ASN/02

Data ASN/01 represents the use of euphemisms for the use of foreign terms found in the word **Buzzer**. Certain brands initially used the term buzzer to promote marketed products. Then starting in 2012, the buzzer realm expanded to the political field. Political buzzers were used to raise the name of specific political figures who have a major role in building public opinion [32]. The use of foreign terms aims to replace certain words with no suitable meaning in Indonesian and serves to disguise expressions that have less subtle meanings.

Data ASN/02 shows using euphemisms in the word **Hoax**. When absorbed or searched for the equivalent term into Indonesian, the term hoax becomes *hoaks* or information that is intentionally engineered to conceal the actual information. [33]. *Hoaks* has a negative meaning; therefore, foreign terms disguise the actual term.

3.1.4. The use of Metaphors

A total of six data were found in the @tempodotco news headline with a description through Table 6.

Table 6. The Use of Metaphors

Data	Code
*"**Bola Liar** Ucapan Prasetyo Soal Anies Baswedan Diminta Setop Berbohong"*	MET/01
*"Azis Syamsuddin Diduga Dibidik KPK, 3 Tokoh Golkar **Rebutan Kursi**"*	MET/02
*"**Tipis Telinga** Pejabat Kita"*	MET/03
*"**Dagang Jabatan** Ala Dinasti Hasan"*	MET/04
*"Karena **Silaturahmi Salam Tempel**"*	MET/05
*"**Lembek Sanksi** Untuk Lili"*	MET/06

Data MET/01 is a metaphorical use of the term **Bola Liar**. When described one by one, the meaning of *bola liar* is inaccurate. According to [26], *bola* or ball is a round object made of rubber and used for playing, while *liar* or wild means irregular, not according to the law. The meaning of the phrase wild ball is a speech that is likened to a ball running irregularly and hard to predict. The term wild ball is used to disguise or soften its true meaning, in this case, Prasetyo's words to Anies Baswedan.

Data MET/02 with the utterance "*Azis Syamsuddin Diduga Dibidik KPK, 3 Tokoh Golkar **Rebutan Kursi***" is an example of the use of a metaphor which is found in the phrase **Rebutan Kursi**. *Rebut* or seize is the root word of a scramble, which means looting, taking by force (people's goods). *Rebutan* or conquest means that what is seized or contested is someone else's property or not one's own [26], while *kursi* referred to in the MET/02 speech is a position in parliament, management, and government. The actual meaning of the phrase *rebutan kursi* in the MET/02 speech is that the Golkar faction figures are fighting for positions in the KPK organization.

Data MET/03 entitled "***Tipis Telinga** Pejabat Kita*" is a form of euphemism. *Tipis* means less thick, while *telinga* is a sense used to hear and is located on the right and left of a human or animal [26]. **Tipis telinga** based on the context of the news in the MET/03 data is the attitude of two officials in the Joko Widodo administration who find it increasingly difficult to accept criticism from the public and then respond to it criticism with a summons and a report to the police. The use of metaphors in the speech above intends to soften the true meaning where officials' ears are increasingly difficult to accept criticism.

MET/04 data show examples of euphemisms on the phrase **Dagang Jabatan**. According to [26], *Dagang* means a job that sells and buys an item for a profit. *Jabatan* is a job or duty of a person in a government or organization. *Dagang jabatan,* according to the context in the news, is that the family of Hasan Aminuddin allegedly took bribes from various sources, such as buying and selling positions in the government to the tribute from business people in Probolinggo Regency. *Dagang jabatan* has a metaphorical meaning that compares a trading activity to one's profession.

Data MET/05 entitled "Karena Silaturahmi Salam Tempel" is a form of euphemism in the phrase

silaturahmi salam tempel. According to [26], *silaturahmi* has the meaning of friendship or brotherhood, *salam* is a statement of respect, and *tempel* has the meaning of sticking or something attached. The actual meaning of the phrase "*silaturahmi salam tempel*" is a greeting activity accompanied by slipping money into the hands of the person being greeted.

MET/06 data show examples of euphemisms on the phrase **lembek sanksi.** *Lembek* means less hard, while *sanksi* are an act of burden or suffering determined by law [26]. The meaning of *lembek sanksi* in the speech above is the lack of firm sanctions or punishments given by the KPK Supervisory Board for the ethical violation case to Lili Pintauli Siregar for communicating with an official who is involved in a bribery case.

Metaphor as a figurative language is formed on similarities or comparisons. Metaphor is an analogy that compares one thing with something else [34]. Based on the six data on the use of metaphors that have been analyzed, it can be concluded that the use of metaphors is the right way to show the form of euphemisms. One of the purposes of using metaphors is to soften or disguise the meaning to be conveyed. Metaphorical expressions that have euphemistic meanings involve the functions of particular body parts, sexual activity, or involve a particular profession. [25]. Based on the data obtained, metaphorical expressions with euphemistic values are more related to specific professions.

3.2 Euphemisms as Teaching Materials

Students are trained to write posters by paying attention to writing and using language correctly and adequately, according to *Pedoman Umum Ejaan Bahasa Indonesia* (PUEBI). Students are expected to write poster texts using correct, good diction and according to the predetermined poster theme [35].

According to the Ministry of Education and Culture (Depdikbud (1988)) in [36], posters have the following characteristics:

1. The posters presented must be designed by using a combination of letters and images on flat media.
2. Posters are installed then pasted on a flat surface, such as a wall or board in a public space that can attract the interest and attention of many people.
3. The language used in posters must be short, clear, concise, and easy to understand.
4. The poster is given a picture so that the message in the poster is easy to see and convey clearly.
5. Posters made should be readable casually but still have a profound effect.

The poster material is contained in Basic Competencies 3.4 and 4.4 of eighth grade with Competence Achievement Indicators as in Table 7.

Table 7. Basic Competencies and Indicators

Basic Competencies	Indicators
3.4 Examining the presentation patterns and linguistics of advertising texts, slogans, or posters (which make you proud and motivated) from various sources read and heard	**3.4.1** Describe the pattern of presentation of poster text (which makes you proud and motivates) from various sources that are read and heard
	3.4.2 Detail the linguistic structure of the poster text (which makes you proud and motivating) from various sources that are read and heard
4.4 Presenting ideas, messages, and invitations in the form of advertisements, slogans, or posters orally and in writing	**4.4.1** Examine the message in the poster orally or in writing
	4.4.2 Summarize the message in the poster orally or in writing

Learning objectives to be achieved in poster learning (Basic Competency 3.4) in Table 7:
- After observing the poster text via Instagram @tempodotco, students can describe the pattern for presenting the poster text appropriately.
- After describing the poster text presentation pattern, students can carefully detail the poster text's linguistic structure.

Learning objectives to be achieved in poster learning (Basic Competency 4.4) in Table 7:
- After observing the poster text via Instagram @tempodotco, students can carefully examine the message in the poster.
- After studying the message in the poster, students can confidently conclude the message in the poster.

Before describing the presentation pattern and language of the poster text, students are first provided with an understanding of posters. A poster is a publication media in graphic design that contains pictures and words, used as a forum to provide information to the public [37]. Posters are generally installed in public places using an extensive background and striking color designs to attract reading interest. However, along with technological developments, posters are installed in public places and can be in electronic form, that is, without being printed, then uploaded on social media such as Instagram. The quality of posters is different from

other advertisements. Posters can serve to insinuate, remind, and support advertising campaigns in other media, for example, printed media [38].

Posters are presented in short sentences but still contain the contents. The poster's language should be easy to understand and not use much text. The placement of images and text must be as strategic and attractive as possible to leave an impression on readers' hearts. Euphemistic language can be used as a reference for writing posters using interesting language to make it easier to write posters. Euphemisms can be used to write posters with polite language but are still interesting to read.

The use of euphemisms in the @tempodotco news poster can be detailed using the linguistic structure of the poster text as follows:

Data SIN-IN/01 in Table 1 entitled "***OTT KPK** di Kalsel, Terduga Dibawa ke Jakarta*". The headline on the news poster used language that was short, clear, concise, and easy to understand, indicated by the initials of the words 'OTT' and 'KPK'.

Data MET/01 in Table 6 entitled "***Bola Liar** Ucapan Prasetyo Soal Anies Baswedan Diminta Setop Berbohong*". In addition to short writing, posters must be easy to read at a glance but still impact the reader. The term *bola liar* is short but can attract the reader's attention because of unusual language.

Based on the examples of the two data analyzed, the form of euphemism contained in the news poster of the Instagram account @tempodotco can be used as teaching material for the presentation of poster text. In addition to studying linguistics, posters are made to convey a purpose. Messages in posters can be in the form of invitations or contain information related to issues that are currently circulating in the community. To better understand the message contained in the poster, the sample message in the data on the @tempodotco poster can be used as a reference.

Data SIN-AK/02 in Table 2, "*Ketua MPR Sebut **Gaptek** Jadi Kendala Pejabat Tua Lapor LHKPN*". The form of euphemism in this sentence lies in the word *Gaptek*. The message contained in the poster is to provide information to the public about the issues that are currently circulating, where the chairman of the MPR said that *Gaptek* or technological stuttering was an obstacle for old officials to report LHKPN. So, the message to be conveyed in the poster is to provide information to the public.

Data MET/04 in Table 6, "***Dagang Jabatan** Ala Dinasti Hasan*" indicates the use of the euphemism that lies in the phrase *Dagang Jabatan*. The message contained in the poster is that Hasan Aminuddin allegedly took bribes from various sources, such as buying and selling government positions to the tribute of businesspeople in Probolinggo Regency. *Dagang jabatan* is a form of metaphor that has the meaning of comparing a trading activity with one's profession.

From the data analyzed, it can be concluded that the two data can be used as examples of teaching materials for studying and concluding messages in poster texts for eighth-grade junior high school students.

4. CONCLUSION

Based on the analyzed data, the authors found 15 data on euphemisms on the @tempodotco news poster during September and October 2021. The forms of euphemism are divided into four parts: the use of abbreviations (divided into the use of acronyms, initials, and standardized forms), the use of terms foreign language, the use of loanwords, and the use of metaphors. The distribution of the forms is as follows: 5 data on the use of abbreviations (consisting of initials, acronyms, and standardized forms); 2 data on the use of euphemisms in loanwords; 2 data on the use of foreign term forms; and 6 data on the use of euphemisms in the form of metaphors. Of the four forms of euphemism, the most dominant data is shown in metaphors as many as six data that function to disguise or refine the meaning to be conveyed.

The form of euphemism on news posters that have been analyzed can be used as teaching materials in Junior High Schools (SMP) on Basic Competencies 3.4 and 4.4. The news poster on the @tempodotco Instagram account contains concise language but still makes a deep impression on the readers. The messages contained in the posters can be in the form of invitations or contain information related to issues currently being discussed by the community. Euphemisms have a positive impact on the moral development of students because, in euphemisms, some words or sentences are smoothed or replaced with more subtle terms. Students' insight into communicating with others can be appropriately trained through euphemisms.

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