Analysis of the Moral Values of Euphemism and Cynicism in Mural Discourse in Electronic Media

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ABSTRACT
A language style is a way for a person to express his thoughts through language media that is conveyed specifically to show the soul and personality of the author (language users). Cynicism and euphemism are forms of figurative language in discourse. Discourse is concluded to be a structure formed from the semantic relationship between language units that are coherent and bound by context. Murals are an effective medium to convey a message because the community uses murals to channel aspirations. This research was conducted using the descriptive analysis method using the Pragmatic Matching technique. This study aims to determine the meaning of language style conveyed through mural writing in electronic media, which is currently a trend for conveying messages. Making murals is a medium in education if it contains educational values and moral messages requirements [1]. The research results in this article include a discussion of cynicism and euphemism in various fields of life such as economics, politics, society, education, and health. In the cynic language style, many words are expressive figurative to display their meaning directly. Meanwhile, euphemistic language style uses more flippant or more subtle word choices to convey speech so that the meaning looks vague.

Keywords: language style, euphemism, cynicism, moral values, mural

1. INTRODUCTION

Language is a structured communication that forms units such as words, clauses, groups of words, and sentences expressed orally or in writing. There are many definitions of language, one of which is as follows: language is a communication system used by humans, which can be expressed through an arrangement of sounds or expressions in the form of structured writing to form larger units, such as morphemes, words, and sentences, which are translated from English: "the system of human communication through a structured arrangement of sounds (or written representation) to form larger units, e.g., morphemes, words, sentences" [2]. The language style is one part of an action that questions whether using a particular word, phrase, clause, or sentence is appropriate [3].

Tarigan stated that language style is a way to express a thought through language that is delivered specifically to show the author's soul and personality (language user) [4]. Siswantoro revealed that language style is a movement to bend everyday expressive forms or ideas that are usually used to produce an extraordinary effect [5]. Language style can make the message conveyed richer in intensive meaning.

Another understanding of language style in general, namely, language style, means a person's way of expressing his feelings or thoughts by using language that is arranged in such a way as to get the maximum impression on his readers and listeners. According to Waridah [6], language style is an arrangement or series of words that occur because of feelings that arise from the writer's heart to create a certain feeling in the reader's heart. A language style is a person's way of expressing his feelings or thoughts by using languages in such a way as to create an impression that affects readers and listeners as much and as intensively as possible [6].

Cynicism is a satire that contains the meaning of

harsh ridicule. According to Keraf [6], cynicism can be interpreted as a doubt that contains ridicule of sincerity, returning to the smallest unit in a language that contains a concept or idea. Hence, the word's meaning can be limited to the relationship between what it represents and is often referred to as "refrain" [7]. The role of language is seen from an interpersonal pragmatic perspective, stating how language can only be understood and can be further analyzed from several linguistic aspects [8].

According to Gorys Keraf, euphemism is a reference or expressions that are not offensive to other people's feelings, or subtle expressions as a substitute for references that are considered insulting, offensive or suggesting something to someone so that it is unpleasant [9]. Euphemism is often used in discourse. Discourse can be concluded as a building formed from the semantic relationship of language units in a coherent and context-bound manner [9]. This context greatly influences the message and meaning bound in the discourse. Discourse is analyzed not only based on its language structure but also its context. The background of euphemism is interpreted to avoid using words that are considered to cause panic or fear and to state taboo, indecent, and immoral [10].

In analyzing a discourse, expressions that contain a euphemistic style of language in which there is discourse can cause a change in meaning. As an artist who sparks ideas in creating a mural, it is necessary to think about the public's interests when formulating ideas. It is unethical for the artist to only think of his expression due to the relation to the effect of the surrounding environment, because there will be many people who appreciate it, and everyone also passes through a street where there is a mural so that deep and broad reflection is needed on the impact that the mural will have on a public space [11]. rt in language and rhetoric is a feature of art to create a certain impression on partners who communicate with us [12].

According to Susanto, a mural provides a broad definition of a large painting, which is made as a form of support for artists in the architectural space [13]. In addition to murals having aesthetic values so that these objects can beautify the city environment, murals are also one of the effective creative media useful in delivering deep messages. The general public can use murals as a creative medium to channel convey messages. All aspirations through this mural art socialization will be more communicative to enter the realm of public space [14]. Apart from being seen from the side of the cultural product of the community, the mural which the process of working on is done in a group (teamwork) and then increasingly developing into more mass movements as a form of conveying

messages that are carried out together, also seen from the context in the cultural expression discourse the community [15].

Murals contain messages conveyed by visual media that contain symbols, codes, signs, and meanings. Messages conveyed in murals may be written or images or characters filled with beautiful colors and patterns [16] with deep meanings. Most of these writings are more about criticizing government officials by giving advice to the general public to behave better and providing other advice that is more creative and interesting [17].

When a mural is associated with various balances in the environment, the mural will have a large positive impact on changes in urban development and the government's attention to the survival of the lower classes [18]. When viewed from its development, this mural is a form of art that only serves to fulfill aesthetic desires and functions as a medium in conveying messages and criticism of socio-cultural, ideological, political patronage, even as a promotional medium for a product of certain brands [19].

A mural can also be a medium in education if it contains educational values conditional on moral messages in life [1]. Making murals in public spaces made by artists can be an effort to seize public space, which is increasingly narrow for people to express themselves. Mural art is often considered a creation of young people, which turns out to have innovation and develop optimally. Thus, mural art is limited to pictures and writing and has a meaning [20].

2. METHOD

In writing this article, the researchers used a method called descriptive analysis. Descriptive research collects data based on the supporting reasons for the object under study then analyzes it to determine its roles [21].

The analysis was analyzed using a technique called the pragmatic matching technique. The equivalent technique is the analysis technique of a language whose determining tool is outside the language [22]. A pragmatic approach is used as the main footing in determining how a language works as an utterance and how the utterance is used in a particular context [23]. In this technique, the comparison and equating relationship is a relationship between the element unit and the elements contained in the data that have been determined. This research only used data that is disaggregated pragmatically. The distribution of the data was based on the properties of each of these elements.

The researchers analyzed and described the data based on the context and structure of the discourse and then compared it with appropriate expressions to analyze whether the data obtained were euphemisms or cynicism. This study also used library research, such as other supporting books, articles, and journals from the internet.

The steps taken by the writing in this research process included: (1) reading the mural writing, which is the data of this article, (2) determining which data to analyze which belongs to the euphemism and cynicism style, (3) analyzing the data based on the theory that will be used for this article, (4) drawing conclusions based on the data results.

3. RESULT AND DISCUSSION

3.1. Cynicism

Cynicism contains ridicule words/sentences that are harsher than ironic language style. Cynicism can be interpreted as a satire formed on doubt that contains elements of ridicule towards sincerity. Cynicism is derived from another name for a philosophical school from Greece that originally taught about virtue which essentially lies in self-control and human freedom [6]. This cynical language style is based on a testimony of someone who, in this case, has experienced or knows something that is not approved [24]. Cynicism itself is a mockery of a disappointment with a person/object [25]. Every language must use the right speech to reach the meaning. An utterance in communication plays an important role in understanding language [26]. Understanding language when writing an utterance is vital, such as using word choice in the right language style. Suitable language learning activities with target language learning will be conducive and fun for students [27]. Sometimes this cynical style of language is used by people who are already well known, with the intention and purpose of making them more familiar and as a form of mere pleasantries in conversation [28]. Satire is a language style that uses figurative language as a form of satire statements that give an impression to listeners and readers [29].

Table 1. Number of mural data

Fields	Total
Economy	3
Health	7
Education	3
Political	28
Social	3
Total	**44**

Mural discourses that use cynical language style are mostly in the political sector, where the average target of criticism or satire is the government. Furthermore, the mural discourse contains many satirical elements in the health sector that discuss health problems, especially during the current pandemic. However, cynical language is not discussed much in the economic, educational, and social fields. Only a few mural writings can be seen along the road because not all criticism can be conveyed through murals and only on complex areas and problems that need a clearer critique to be seen and heard by the perpetrators or the perpetrators being criticized or ridiculed.

Diagram 1. Percentage of Cynicism
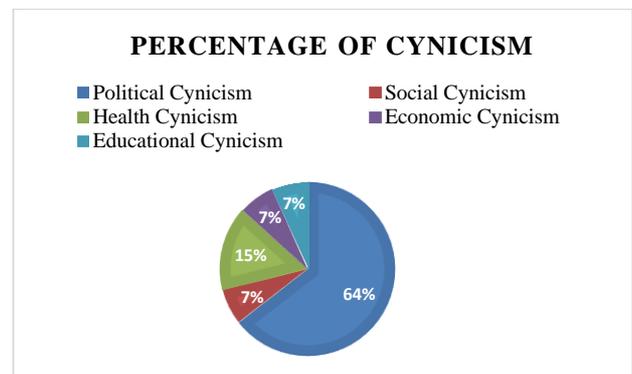
Above is the percentage of cynical language style found in mural discourse. With the acquisition of murals that use cynical language in the political field, the most common ones found are 64%, followed by the health sector of 15%. In the social, economic, and educational fields, the average percentage is 7%. It is not surprising that cynical language in murals is often found in the political field because there will always be problems, and various kinds of conflicts and aspirations are not acceptable. Then, this mural can help the community to express their aspirations.

3.1.1. Political Cynicism

Political cynicism contains elements of criticism in the political field that lead to the government. Usually, the language style of political cynicism is written in sentences that directly point to government policies that are considered problematic and different from the community, and the government does not accept any criticism submitted by the community. Hence, murals with harsh innuendos must be directly heard and seen by the government. In political communication studies, street art in its various forms

can often be identified as non-formal political participation [30].

Table 2. Political Cynicism

Speech	Language style	Type	Source
"Ga Sengaja Berlipat Ganda" "Accidentally Doubled"	Cynicism	Politics	Social Media

The sentences in Table 1.1 contain cynicism. The article aims to insinuate the two defendants in the watering case against Novel Baswedan, who served as a KPK investigator.

The picture in Table 1.1 displays a picture of Anies Baswedan, who was injured. "Doubled" can be interpreted as a form of fighting injustice with a strong power of solidarity.

A mural is sarcasm and figurative expressiveness because the descriptions and sentences are precise and appropriate. Also, it is an accident so that it impresses the various views of the community on the implementation of the law that applies to the depravity of every decision taken. "Doubled" can be interpreted as a form of public anger and unrest towards the government, which should not be anti-criticism so that the mural does not lead to vandalism for that person. In this case, moral values are much needed to create justice in the enforcement of this case to create a conducive and impartial atmosphere. Justice is an approach that all can share in concluding what is right and what is not [31]. In this case, character education, especially oral, is influential on the nature of a person so that all decisions are taken based on himself.

3.1.1.1. Social Cynicism

Social cynicism is a belief in various portraits of negative views about humans, especially those related to destructive power, low self-confidence, a belief in authority and social institutions, and making someone look down on the possibilities of social cynicism. People achieve their desired goals more ethically [32].

This social cynicism concerns the relationship with a social life that occurs in society. The satire describes the social conditions that need to be criticized for creating social conditions that can adapt positively to one another.

Table 3. Social Cynicism

Speech	Language style	Type	Source
"Kegiatan Dibatasi, Hingga Lupa Rakyat Butuh Sesuap Nasi" "Activities are limited but people must eat."	Cynicism	Social	Social Media

The sentence in Table 1.2 contains cynicism and criticism of the community's social conditions, which are limited by the government so that their social life is disrupted and affects all other social aspects.

In KBBI, the word *"dibatasi"* (limited) comes from the word *"batas"* (boundary). The word "dibatasi" is intended not to exceed certain interests and activities. The speech contains figurative expressive utterances completed with the interesting and appropriate characters in expressing the speech written in the mural. The moral value in this mural illustration is how we humans can humanize other humans so that there are no gaps or bad effects from certain problems because this will harm people who are less fortunate in terms of their lives so that activities in their lives stop because certain factors are hindered.

3.1.1.2. Health Cynicism

Healthy cynicism is an allusion to problems in the health sector that lead to health care. There are currently many murals inscribed with criticisms that lead to handling health cases of COVID-19, which is sloping in all parts of the world, including Indonesia. The cynical style used in the mural's writing seems to offend the person concerned without directly explaining.

Table 4. Health Cynicism

Speech	Language style	Type	Source
"Indonesia Terserah" "Up to you, Indonesia."	Cynicism	Health	Social Media

The sentence in Table 1.3 contains cynicism and satire to the government's lack of clarity in resolving the COVID-19 outbreak, which is increasing due to the government's unsuccessful policies. This satire illustrates that the government silences all forms of public criticism does not want to listen to the people's opinions, whose real impact is felt directly by the Indonesian people.

"Up to you" in pragmatics depends on the intended speech. In this utterance, the speaker describes a situation that intends to show ignorance. Of course, this statement expresses how a person feels when they are shocked by something they see or hear outside of what is expected, causing fear [33]. The moral value of the situation above is that anyone who has been trusted and won the trust of his people to lead must be fully responsible for all the problems and needs of the community because it is a form of good personality value from the individual for what he has endured.

3.1.1.3. Economic Cynicism

Economic cynicism describes economic conditions that are the basic needs of human life so that it becomes an inseparable problem in human life. The cynical style of writing the mural seems to be directed directly at the parties responsible for the current economic conditions.

Table 5. Economic Cynicism

Speech	Language style	Type	Source
"Wabah Sebenarnya	Cynicism	Economic	Social Media
Adalah Kelaparan" "The real plague is hunger."			

The sentence in Table 1.6 contains cynicism and satire for officials during the COVID-19 pandemic who abuse social assistance for personal pleasure. The sentence seems to have smacked the government.

The "plague" is another illustration of the condition of the COVID-19 pandemic. However, the real issue is not the disease but the hunger that harms the community due to the expensive price of daily needs. The plague warns people not to leave the area, especially if the disease is contagious and approach the area outside [34]. In addition, there is the word "hunger," which is a sign of poverty, the environment that exceeds capacity, discrimination and powerlessness such as children, women, and the elderly, as well as the instability of the government system [35]. The moral value is to extend empathy, assist, and offer a hand to those struggling. Humans are supposed to love and take care of others.

3.1.1.4. Educational Cynicism

Educational cynicism is a critique to increase sensitivity to the educational situation based on a nationalist critique to trigger concern for the ongoing education system. The mural writing uses a language style that openly satirizes or alludes to the disorganized condition of education in Indonesia.

Table 6. Educational Cynicism

Speech	Language style	Type	Source
"Aku Bosan Sekolah Online" "I'm sick of online classes."	Cynicism	Education	Social Media
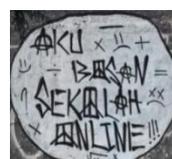
The sentence in Table 1.7 contains cynicism because it is intended to criticize the government's policy on education during the COVID-19 pandemic. The gap shows a need for education reform in Indonesia [36]. Students' desire to immediately carry out face-to-face learning must be balanced with school readiness. Creating a safe school environment is important because obtaining productive learning requires a safe environment [37]. Active learning involves students in the learning process through activities (reading, writing, and demonstrating) or discussions and presentations in class instead of passively listening to an expert [38].

In the KBBI, "bosan" means bored, sick of, or 'fed up. The government, especially the education sector, must immediately provide a solution so that students do not get bored of studying in a pandemic condition like this so that it is rushed to offline schools, so they are not bored because it has been almost 2 years of undergoing online school without any real face-to-face learning with teachers and friends to stay creative and active. imaginatively. "Boredom" is an emotional condition in which a person feels tired or bored mentally or physically due to increased work demands [39].

3.2. Euphemism

A journal by [40] stated that euphemisms soften words considered rude or inappropriate when spoken or heard by others. In this communication process, euphemisms function to maintain the feelings of the person who speaks and those who hear it so that no parties are offended, insulted, or uncomfortable because of the use of certain words.

Euphemisms are often used as references to express the interlocutor's feelings to avoid offending by replacing references that are considered insulting or offensive to other people's feelings with more subtle expressions [41].

In general, euphemisms are originally harsh and taboo for words with a more subtle meaning [42]. Euphemism is a language refiner and trains the intelligence of the people's brain to interpret the forms of expressions that appear based on the existing reality and find out the meaning behind the euphemistic expressions [43].

The background of euphemisms is: (1) avoiding the words that can be rude or cause panic and fear, (2) no element of offending, insulting, or demeaning someone, (3) reducing and not mentioning things that will hurt or cause tragedy, (4) diplomacy and rhetorical aims, (5) replacing words that are prohibited, vulgar, taboo, or negative, (6) keeping things a secret, (7) respecting the feelings of others, and (8) satirized and criticized [44].

Euphemism has a high sense of value tends to have a stronger impact on the minds of the general public or readers than words with a low sense of value [45].

Table 7. Total Murals

Fielfs	Total
Economy	5
Health	2
Education	0
Political	15
Social	4
Total	26

Table 2 represents the data obtained from murals that use euphemism to reference the writings depicted on the murals. The most common gains in politics then are followed by economics.

Not enough murals in health and social, are found while no mural is found in the education field because the murals mostly touch on problems involving aspects of government and people's aspirations.

Diagram 2. Percentage of Euphemism
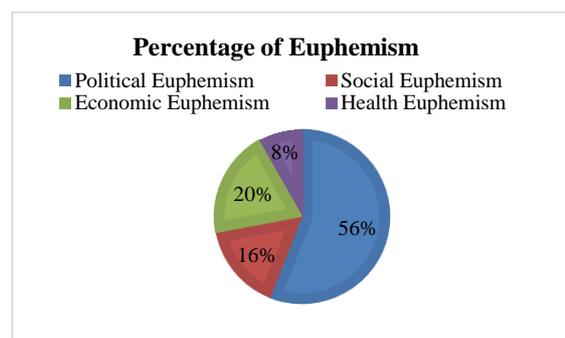
The diagram above is the percentage from the euphemistic in mural discourse. In politics, the percentage is 56%, following the reality on the ground because there are many government problems, and one of them needs to be addressed with the mural media. Then, the percentage is 20% in the economic sector, followed by the social sector with 16% and the health sector with 8%. The average of this euphemistic style can be analyzed based on the sentence or style of the word elements used in writing different murals or having a unique and interesting vocabulary to read or, in other words.

3.2.1. Political Euphemism

Political euphemism is always related to the life of the political elite, which is often associated with people's lives. Language and politics have an important relationship in society's problems, so it has something to do with the verbal and nonverbal language that changes people's mindsets. In this case, euphemism becomes a medium to manipulate reality or satirize a political elite.

Table 8. Political Euphemism

Speech	Language style	Type	Source
"404: Not Found."	Euphemism	Politics	Social Media

The sentence in Table 2.1 contains a euphemism. A face similar to Jokowi is displayed in the picture with both eyes closed with a red paint bar "404: Not Found" in white, which means "Error". The euphemism comparative figure of speech refers to a face similar to Jokowi, a criminal whose identity needs to be hidden so that his eyes are closed in the picture. The depiction of a blindfolded figure has the intention that the government needs criticism from the public, but there is discrimination by anti-critical elements so that democracy in their leadership does not run fairly, pretending not to know by being silent about what is happening in front of their eyes. The moral message in this mural is a request from what the community feels for the government to be more assertive in dealing with people who destroy democracy by creating a good order for the country. "Error" is the State of Law or in English, commonly called the Rule Of Law, which has all aspects of the joints that are universal and quite fundamental, such as the recognition and protection of human rights, legal rules that regulate all forms of the actions of the state and the government in the sense that the actions taken by the state apparatus can be legally accounted for [46].

3.2.2. Health Euphemism

Health euphemism is a critique in the health sector that refers to the life of humans in their awareness of maintaining their physical health through verbal and nonverbal sentence descriptions in writing without any intention to offend but rather to remind humans.

Table 9. Health Euphemism

Speech	Language style	Type	Source
"Terima Kasih Pejuang Medis Lawan COVID-19" "Thank you, medical warriors, for fighting against COVID-19."	Euphemism	Health	Social Media

The sentence in Table 2.2 contains a euphemism because the word "Medical Warriors" are "Health Workers" who have struggled to be at the forefront while handling the Coronavirus. Medical personnel are experts in medicine whose main function is to provide all forms of medical services to all patients with the best quality, using good procedures and techniques based on applicable medical science and ethics and can be accounted for all their actions [47].

The moral message is that people must thank the medical personnel who have helped solve the COVID-19 that is hitting Indonesia. People are also helping by always implementing health protocols so that COVID-19 does not get more cases and will disappear soon.

3.2.3. Social Euphemism

In social life, all public action and speech forms must have good manners not to offend those who will feel hurt. Likewise, with social euphemisms with better delivery, something considered bad will be accepted and arrive at the intended party. Euphemism is a process of eliminating harsh and offensive expressions with more "safe" phrases when dealing with topics that are considered embarrassing so that they will not cause a violation of social norms [41].

Table 10. Social Euphemism

Speech	Language style	Type	Source
"RIP Keadilan" "RIP justice" 	Euphemism	Social	Social Media

The sentence in Table 2.3 absorbs the word "RIP," which stands for Rest in Peace. "RIP Keadilan" means justice in Indonesia which has died. As for the legal regulations according to the concept of Pancasila, these regulations can be implemented through legal arrangements that are protective of the nation, namely protecting the community passively (negatively) and preventing arbitrary actions, and actively (positive) by creating a community condition which is humane and allows for a social process taking place naturally. Thus, the whole community has broad opportunities to develop their full human potential [48].

The value is that the best wise leaders can provide justice and accountability to the entire community.

3.2.4. Economic Euphemism

Euphemisms in economics cover the economic life of society to express its condition without offending and covering up the reality so as not to cause panic and how to defend oneself.

Table 11. Economic Euphemism

Speech	Language style	Type	Source
"PPKM: Pelan-pelan Kita Mati" 	Euphemism	Economics	Social Media

The sentence in Table 2.4 contains a euphemism because PPKM should stand for Pemberlakuan Pembatasan Kegiatan Masyarakat (Enforcement of Community Activity Restrictions). However, the mural reads Pelan-pelan Kita Mati (We will die slowly), thus changing the real meaning. This sentence is triggering because the PPKM policy brings many detrimental impacts to the community, especially the lower middle class.

The government can overcome the problem by implementing a lockdown or quarantine of areas, restrictions on large-scale social activities, and self-isolation to stop the pace of the deadly virus. Due to many layoffs, the closure of all access to workplaces, studying at home, entertainment venues and business being closed have worsened the economy. In addition, the moral value is to continue to fight for economic problems, so people must maintain their health, so they do not get infected and contract the COVID-19 [49].

4. CONCLUSION

The language style used in murals generally describes or intends to convey opinions, criticisms, aspirations from the community, with wall media considered more creative and innovative and can attract the attention of many people. In general, the language style used is mostly cynicism and euphemism. Cynicism is divided into 5 types: political cynicism, economic cynicism, social cynicism, educational cynicism, and health cynicism. Most of these innuendos were directed at the government or the political elite. Euphemism is divided into 4: euphemism in politics, social, economics, and health.

The mural certainly helps the community convey the anxiety about problems that need government intervention to solve the people's problems. Some deliver mural writings that are not sarcastic, but some corner certain people. As a community, the researchers want to convey the concerns through murals and review whether the writing will provide a solution or make it confusing because some people find the mural disturbing.

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