AN ANALYSIS OF EUPHEMISM IN RUBRIC WORLD OF
THE JAKARTA POST OF DECEMBER 2010 EDITION

A Thesis
Submitted to Faculty of Letters and Humanities in Partial Fulfillment of the Requirement
for the Degree of Strata One (S1)

By
SANGKAWENTAR PUJANINGRAT
107026001375

ENGLISH LETTERS DEPARTMENT
FACULTY OF LETTERS AND HUMANITIES
STATE ISLAMIC UNIVERSITY OF SYARIF HIDAYATULLAH JAKARTA
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ABSTRACT


In this research, the writer concerns with linguistics study, that is, the role of euphemism in the rubric World of The Jakarta Post of November 2010 edition. The objectives of the research are: (1) to determine what kind of euphemism used by the articles’ writers, (2) to find the meaning of euphemism words or phrases used in the articles of rubric World.

The writer uses qualitative descriptive method in order to aim the objectives of the research. The writer employs himself to collect the data; by reading the articles, marking euphemism words and phrases, classifying, selecting and analyzing them based on the theories of sociolinguistics, semantics, and euphemism which are taken from some relevant references.

Finding of this study show that: first, there are four kinds of euphemism found on the collected data, circumlocutions, understatements, part-for-whole-euphemism, and hyperboles; second the most used kind of euphemism on the collected data is circumlocution euphemism; third the meaning of the euphemism words and phrases are vary depend on the concept of the euphemism ones based on Palmer’s theory of meaning.
APPROVAL SHEET

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Submitted to Faculty of Letters and Humanities
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Sangkawentar Pujaningrat
No. 107026001375

Approved By:

Drs. Abdul Hamid, M. Ed
Advisor

ENGLISH LETTERS DEPARTMENT
FACULTY OF LETTERS AND HUMANITIES
STATE ISLAMIC UNIVERSITY OF SYARIF HIDAYATULLAH
JAKARTA
2011
LEGALIZATION

Name : Sangkawentar Pujaningrat
NIM : 107026001375
Title : An Analysis of Euphemism in the Rubric World of the Jakarta Post of December 2010 Edition

The thesis entitled has been defended before the Letter and Humanities Faculty's Examination Committee on October 5, 2011. It has already been accepted as a partial fulfilment of the requirements for the degree of strata one.

Jakarta, October 5, 2011
Examination Committee

Signature Date

1. Drs. Asep Saefuddin, M.Pd (Chairman) \[\ldots\] \\
   19640710 199303 1 006

2. Elve Oktafiyani, M.Hum (Secretary) \[\ldots\] \\
   19781003 200112 2 002

3. Drs. Abdul Hamid, M. Ed (Advisor) \[\ldots\] \\
   150 181 922

4. Inayatul Chusna, M. Hum (Examiner I) \[\ldots\] \\
   19780126 200312 2 002

5. Moh. Supardi, M. Hum (Examiner II) \[\ldots\]
DECLARATION

I hereby declare that this submission is my own work and that, to my best knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Jakarta, July 2011

Sangkawentar Pujaningrat
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Jakarta, July 2011

The Writer
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CHAPTER I

INTRODUCTION

A. Background of the Study

Language is an extremely essential factor for human to communicate. Language is also greatly related to cultures and societies. People use language as a medium to socialize and to act, when two or more people communicate each other in speech, we can call the system of communication that they employ a code which called language. Language is generally a communication itself.

In this contemporary world, the language is definitely an important thing in the circulation of information, both electronics and papers media. When writing information, the press, the editors, and the chiefs of redaction always have different styles in one institution to the others. These variations of language are influenced by many factors and necessities; however the articles which are consumed by the public generally have a unique factor of languages commonly called as smoothened or euphemism.

Euphemism has another quotation that is called sweet talking, which is the ordinary phenomenon that can be seen in every single aspect of language use. Especially in the recent world of information, euphemism is massively used for many purposes. The political information is the popular area of euphemism;

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people use euphemism to replace the dispreferred expression by the preferred expression to execute user’s communicative intention on a given context and to avoid possible loss of face.\(^4\) It would be interesting when delivering the information, some institution uses euphemism massively and consistently to make its article of information better.

Euphemism that is the variation of language already becomes a lethal weapon to reduce language variation that may threat the face (concept) of another people, such as taboos, and dysphemism. In Sociolinguistics’ approaching, taboos are the variation of language that is universally avoided by the language users. The existence of taboo words and ideas stimulates the creation of euphemism\(^5\); therefore, euphemism is a response of taboo words’ existence. John Ayto says “if we cannot bring ourselves to break taboos, alternative method must be found”.\(^6\) This is the role of euphemism, so that euphemism is raised to cover that language variation of taboo, and euphemism certainly makes the speech, languages, and utterances to be politer, more beautiful, and not taboo.

In many cultures, people use euphemism to cover words such as to die, toilet, and mortician to be to pass away, rest room, and funeral director that have variety purposes why people do them. This is the unique of euphemism as the variety of language that can change the effect of sociologic in language use.

Just like the other variations of language, the uses of euphemism have assortment motives. There are two main motives why people use euphemism. The first one is as diverse and universals as the range of human emotions, and the

second one are our strong desire to avoid offending others. The first motive can be assumed why people use euphemism is because of the emotional factor of people itself. As Judith S. Neaman explains that the subject of the earliest euphemism was undoubtedly religious. People employ euphemism in order to take respect with the divinity which is caused by the emotion of the people itself. Then the second motive is the speaker’s unwillingness to make any offence to the hearer in the speech acts, which can be said as speaker uses words as a protective shield against the anger or disapproval of natural or supernatural beings.

Euphemism can be found in articles, generally the articles related to certain purpose that brings the identity of some culture or society. To analyze euphemism, the writer has chosen data from rubric world of The Jakarta Post. The author’s anxiety comes from those data have many exciting lexical selection and have persuasive influence to the reader, and the most important is those articles have words or phrases of euphemism inside which can be analysed, such as;

“......so that I can jump into bed with a random acquaintance” Benedict says”

That quotation has a phrase of euphemism jump into bed which is a euphemism occurred by a process called semantic shift. The phrase jump into bed is not a phrase means leap into bed but in this phrase there is a real intention of having a sexual relation. The phrase selection of jump into bed than having a sexual relation certainly has a certain aim that may be conveyed by the speaker or writer and has consequence to the reader or hearer. The aim is to cover such a harsh term

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8 Ibid. p. 1.
like having a sexual relation with the politer one, the consequences might be appear if no euphemism there, is the original term will offend the readers by its full lexical and semantics meaning.

“Two men emerged after the explosion Friday, but there has been no word from the 29 others”

There is a phrase of there has been no word in that quotation, which lexically may be a meaning there is no word at all, however the real goal of that phrase is has been still missing. That euphemism is a metaphor euphemism commonly used to replace a term that may be impolite to be replaced by a term that is ‘politer’. The writer of that article has not directly used term there has been 29 others missing because he has a certain intention of euphemism he uses, that is in the author temporary hypothesis, that the writer of that article intends to make words or phrases real meaning becomes politer with euphemism in order to have respect to the victims’ relatives.

Rubrics world of The Jakarta Post are the exciting articles to be studied because they contain of euphemism terms inside that may have effect to the reader. Those two examples are only minor data which will be analyzed in this study, based on few theories of euphemism and sociolinguistics, the reason uses of euphemism, the types of euphemism, and the meanings of euphemism to the reader. The writer’s motive of studying is to know how euphemism is used, and its meaning the articles of the rubrics world of The Jakarta Post.
B. Focus of the Study

In this study, the writer focuses only on the words or phrases of euphemism in the rubrics world of The Jakarta Post period November to December 2010, and their meanings to every single article inside.

C. Research Question

Based on the background of the study, therefore the research questions are:

1. What kinds of euphemism are used in the rubric world of Jakarta Post?
2. What are the meanings of euphemisms terms used in their rubric world of Jakarta Post?

D. Significance of the Study

This research will help the readers and the writer in understanding euphemism as one of language variations and how euphemism is used in the study of sociolinguistics. In addition, it also will be a reference for next research for who are interested in.

E. Research Methodology

1. The Objective of the Research

The objectives of the research are:

a. To understand that kinds of euphemism are used in the articles of rubrics world of the Jakarta Post from September and November 2010 edition.
b. To comprehend the meanings of euphemism terms that used in the rubric world of Jakarta Post.

2. The Method of the Research

The selected data are compiled from the articles of the rubrics world of the Jakarta Post and will be analyzed through qualitative discourse analysis method. In this method, the writer will describe all the compiled data which will answer the two research questions above. All the data will be described qualitatively without using any numerical system.

3. Instrument of the Research

This study uses the writer himself as a premier instrument to collect relevant data through many ways such as, collecting, choosing, marking, and noting relevant data.

4. Technique of Data Analysis

The analysis is done by selecting, choosing, and making the clarification of the terms of euphemism using approximation, theories, and methods that relevant to the study. So, the writer uses “descriptive analysis technique”. In addition, the data will be analyzed by using the theory of euphemism which is preferred by Allan and Burridge.

The data collections are done through several steps, they are; (a) the writer looks for articles in rubrics world of The Jakarta Post. (b) reads those articles, (c)
selects the terms of euphemism in the articles, (d) analyzes the data to know the
terms of euphemism based on the theories of euphemism and their meanings (e)
makes clarification the terms of euphemism in rubric *world*, and (f) writes a report
of a study.

5. **Unit of Analysis**

The analysis unit of the study is the articles of the rubrics world *The
Jakarta Post* of November and December 2010 edition.

6. **Time and Place**

The research is started from the seventh semester study and held in Ciputat
and Jakarta in the academic year of 2010/2011
CHAPTER II
THEORETICAL FRAMEWORK

A. Definitions of Sociolinguistics

Sociolinguistics generally is an inter-discipline study that focuses on language with the language users as the part of societies. This certainly gives correlation between language and language users. Aslinda and Syafyahna state that sociolinguistics is inter-discipline study that studies language inside the society.10 Sumarsono states sociolinguistics is a study of language correlated to society condition (studied by social studies specially sociology).11 Abdul Chaer defines sociolinguistics as the study of inter-discipline that studies language in correlation with its language users in the society.12 Whereas the foreign linguists define sociolinguistics as Ronald Wardhaugh states “sociolinguistics is concerned with investigating the relationship between language and the society with the goal being a better understanding of the structure of language and of how language function in communication”.13 Then R.A Hudson briefly defines sociolinguistic as “the study of language in relation to society”.14

Based on definitions above, therefore sociolinguistics is generally a study that studies society of language, that is simply fused between linguistics and

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sociology which correlates language and its users. So, sociolinguistics sees firstly as a social system and communication system and as integral part of a certain society and a certain culture.\textsuperscript{15} Beside society, sociolinguistics is also tightly correlated to the culture and the society. Some says that language is a part of culture, but somebody else says that language and culture are different things, but have a strong relation and cannot be divided as well.\textsuperscript{16} Therefore, sociolinguistics tries to fuse both of language and culture as one study.

Let us say that a society is any group of people who are drawn together for a certain purpose or purposes,\textsuperscript{17} is the sociolinguistics’ area if it is correlated to language. Sociolinguistics sees language as social phenomena in society where every single individual depends on each other, and language as cultural instrument that belongs to society is tightly bound in the society attitude of every people which affects each other. Therefore as inter-discipline study, sociolinguistics sees language as social behaviour used in communication.\textsuperscript{18}

As inter-discipline study, sociolinguistics has many studies of language and society. The variation of language is one of sociolinguistics’ study which focuses on the diversity, language variation in the context of correlation to society. Language is diverse, which means even though language has same certain rules or norms, however because language is used by the heterogenic speakers and have different social background and social behaviour, then the language becomes

\textsuperscript{16} Aslinda & Leni Syafyahna (2007), \textit{op. cit.} pp. 91-92.
\textsuperscript{17} Ronald Wardough (2002), \textit{op. cit.} p. 1.
\textsuperscript{18} Sumarsono (2007), \textit{op. cit.} p. 19.
diverse. Language variation or diversity of language is the difference or alteration of language, which is not a contradiction in the norms of language. Those variations occur as an alteration or difference that manifests in the speech produced by speakers in a certain language community. In language variation there are styles of language commonly called styles. As well as language variation, a language style is also a product of alteration or difference in society related to language. In the context of sociolinguistics study, style refers to variation within registers that can represent individual choices along social dimension.

Inside the variation of language in the study of sociolinguistics, there is euphemism which is an integral part of it. Euphemism is a language variation which emphasize in avoiding meaning of a speech within process called “sweetened”. In the relation of sociolinguistics, euphemism is strongly bound to language society acts and behaviours in their communication to produce the ordinary expressions in the social context. Then, euphemism is a very part of language variation trough social behaviour in social frame and the language speakers themselves. Therefore, the variation of language can be correlated to the social frame and their speakers; these are the core discourse of sociolinguistics.

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B. Definitions of Euphemism

The term *euphemism* comes from Greek *eu* ‘good, well’ and *phémé* ‘speaking’.

Then, Kate Allan and Kate Burridge define that euphemism is a group of words or phrases used as an alternative to a dispreferred expression, they avoid possible loss of face by the speaker, and also the hearer or some third party.

In addition Judith S. Neaman and Carole G. Silvers state that euphemizing is generally defined as substituting an inoffensive or pleasant term for a more explicit, offensive one, thereby veneering the truth by using kind words.

Ronald Wardhaugh interprets “euphemistic words and expressions allow us to talk about unpleasant thing and disguise or neutralise the unpleasantness. E.g.; the subject of sickness, death, and dying, unemployment, and criminality. They also allow us to give labels to unpleasant tasks and jobs in an attempt to make them sound almost attractive.”

And then Victoria Fromkin defines euphemism as a word or phrase that replaces a taboo word or serves to avoid frightening or unpleasant subject.

Based on the definitions above, euphemism can be generally defined as a term to replace another term (dispreferred expression) or to avoid a certain meaning of some expression. Euphemism is the social phenomenon which occurs

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24 Ibid. p. 32.
in the society, and used for many purposes, when in the beginning of its appearance euphemism was mainly used for the religious aspects, then by the time passed, euphemism is used for lots of purposes related to social aspects of society. For instance, today we think of euphemism for death as mere manifestations of our unwillingness to deal with it. Then, another face of death was birth, an equally mysterious and vital event that has lots of euphemism terms inside. As writer has written above, by the time passed, euphemism is greatly blossomed out and covered lots of things. As Benjamin Lee Whorf says, that quoted by Judith S. Neaman “language is a reflection of culture and carries vestigial patterns once dominant in a society”, so euphemism also reflects cultural identities and its effect to the society. Although the fact says that euphemisms are alternatives for expressions speaker would simply prefer not to use in executing a particular communicative intention on a given occasion or set of occasions.

A euphemism that has many purposes use is always generally employed to avoid dispreferred expressions. The dispreferred language is simply one that is not the preferred, desired, or appropriate expressions. As in English word *condom*, for example, has been around in the language since at least the early 18th century, leading a blameless and fairly low-profile existence. But after the term of AIDS is popular the term *condom* is began not cared and the sweetened is appeared those are *newscreaders* or *kidgloves*. Besides that euphemism can act as litotes as

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31 Keith Allan and Kate Burridge (2006), *op. cit*. p. 32.
well\textsuperscript{33}, as in the English phrase \textit{if you're all not there} which means \textit{you're mad}, then \textit{as not young as they were} that means \textit{old}, and if we say \textit{someone has never been a great reader} which indicates that person is \textit{philistine, illiterate, or of low intelligence}.

Euphemism can be seen not so much as a lexical replacement by a dissimilar word as a replacement by a closely associated words (a metonymy rather than a metaphor).\textsuperscript{34} As in English word \textit{rest room} that is not a metaphor, although there is a dissimilar expression, but in the end it is the most appropriate than the other possibilities such as \textit{bog, crapper, thunderbox, shithouse}, etc.

C. The Kinds of Euphemism

The writer has found view kinds of euphemism in the book \textit{Euphemism & Dysphemism: Language Use as Shield & Weapon}, they are:

1. Metaphor

Metaphor is a speech meaning that is generally implicit and it replaces literary meaning. For example; \textit{miraculous pitcher, that holds water with the mouth downwards} for \textit{vagina}, and \textit{kick the bucket} for \textit{die}.\textsuperscript{35} The writer assumes that metaphoric euphemism is used to replace words that might be impolite using metaphoric terms as sweetened cover.

\begin{itemize}
\item \textsuperscript{33} \textit{Ibid}, p. 3.
\item \textsuperscript{34} Peter Stockwell (2002), \textit{op. cit.} p. 30.
\item \textsuperscript{35} Keith Allan and Kate Burridge (1991), \textit{op. cit.} p. 15.
\end{itemize}
The characteristics of euphemism metaphor are the term is replaced with the metaphoric like the explanations above the euphemism metaphor may also be used for any replaced terms that achieve their effects via association, comparison or resemblance.

2. Rhyming Slang

Exist in words or terms such as *whistle (and flute)* for *suit*, *groan and grunt* for *cunt*, *hoddy-doddy for all arse and nobody*, *twiddle-diddles for testicles*, *rantum-scantum for copulate, juice the sluice for masturbate*, and *umpty-poo for toilet.*

   Rhyming Slang is a form of phrase forming, the form replaces a certain word with phrases consist of two or three words. Rhyming Slang can be assumed as kind of euphemism that is resemble to slang than euphemism itself, however this slang has rhyme and still in the corridor of euphemism.

The characteristics of rhyming slang are to replace the dispreferred expression by using slangs (informal terms) and the replaced expression is rhymed.

3. Remodelling

   As in words *sugar, shoot, or shucks* for *shit*, then *tarnation for damnation*, and then *darn, dang, after that drat for damn, tidbits for titbits, cripes or crumbs* for *Christ*, and *basket for bastard.*

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Remodelling usually ends up as one-for-one substitution in which either the onset or rhyme of the dispreferred term is matched with that of semantically unrelated world.\textsuperscript{37}

The characteristics of remodelling are replaces a term with another one which lexically looks like but semantically unrelated.

4. Circumlocutions

It occurs in words such as little girls’ room for toilet, then categorical inaccuracy or terminological inexactitude for lie, and the person I am wont to refer by the perpendicular pronoun for I/lme.\textsuperscript{38}

The writer supposes that circumlocutions are a use of many words in a speech, that commonly consists of metaphor or metonymy and it form looks like idiom or compound sentence.

Circumlocutions euphemism is an extremely popular kind of euphemism used by the media. For instance when in 1985 Australian dollars went down, the economic analysers were talking about it within phrase “a substantial downside risk potential”, a recent Australian Broadcasting Commission programme on education kept referring to “those on the lower end of the ability scale”.\textsuperscript{39}

\textsuperscript{37} Ibid.
\textsuperscript{38} Ibid. p. 16.
\textsuperscript{39} Ibid.
The characteristics of circumlocutions are the replaced terms replaced by the expressions look like compound words or idiom as the examples above.

5. Clippings

Burridge states that “lives in words such as jeez for Jesus, then bra for brassiere and nation for damnation”.\textsuperscript{40} The writer assumes that clippings is a euphemism kind that formed by a word change to be a phrase within puts the modifier as a basis.

The characteristics of clippings euphemism are to replace the dispreferred expression through the term that are clippings look-like. The word is replaced by it beginning to the half or by it end as well.

6. Acronyms

Written and read like the words or terms that formed it

Like the words snafu for situation normal, all fucked up, then comfu untuk complete monumental military fuck up\textsuperscript{41}.

Acronyms euphemism is used similar to morphologically acronyms formation.

The characteristics of acronyms euphemism are to make short form of the phrase that want to replace by the euphemism one.

\textsuperscript{40} Ibid.
\textsuperscript{41} Ibid. p. 17.
7. Abbreviation

Abbreviation or short-term is written and read based on its words or terms combination.

Such as S.O.B for *son-of-a-bitch* and *pee* for *piss*.\(^{42}\)

Similar to acronyms, abbreviation is formed by shortened word as well.

The characteristics of abbreviation euphemism are almost similar with the acronyms, the difference is that the abbreviation is not a word, as the example above; S.O.B is pronounced S-O-B rather than for instance *seub*.

8. Omission

Omission is divided into:

a) Quasi-Omission

It replaces a non-lexical expression from dispreferred expression to be burbling-like such as *mmm, er-mm*, etc. For instance *“this is a little –mmm- isn’t it?”*.\(^{43}\)

Quasi-Omission is a most unique kind of euphemism that uses a non-lexical expression as a replacement of dispreferred expression.

The characteristics of quasi-omission euphemism are to replace the dispreferred expression with the euphemism one that it forms is babble and it is used to substitute the undesired one in the sentence as the examples above.

\(^{42}\) *Ibid.*
\(^{43}\) *Ibid.*
b) Full-Omission

It seems less common than quasi-omission, like phrase *I need to go* that there is missing word of *to the lavatory*. The writer supposes that full-omission is a kind of euphemism that replaces a term with another politer one.

The characteristics of full-omission euphemism are less common than the quasi-omission; in the sentence there is a missing word that might be the dispreferred expression. Therefore this kind of euphemism is to disappear the dispreferred itself.

9. One-For-One-Substitution

It is almost similar to synonym and divided into two parts, namely:

a) General-for-Specific

A term that replaces another within the formal language such as *person* for *penis* and *region* for *genitals*.

The characteristics of general-for-specific euphemism are to replace the dispreferred expression by the formal term that might be different semantically and lexically.

b) Part-for-whole-Euphemism

Exists in phrases *spend a money* for *go to the lavatory*, and *I’ve got a cough* for replacing term *stuffed up nose, postnasal drip, and running nose*.  

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44 Ibid.
The characteristics of one-for-one substitution euphemism can be supposed as kind of euphemism that really replaced a term with another with no bound of lexically and semantically.

10. Hyperboles

Hyperboles or commonly called overstatements and even exaggerate, can be easily found in euphemism, such as fight to glory that means death, or personal assistant to the secretary (special activities) for cook, then villa in a premier location by the bay for dilapidated artisan’s cottage, five streets away from the bay.\(^46\)

Hyperboles euphemism, just like hyperboles in figurative speech, emphasizes in terms that are overstatements in replacing a term that might be impolite.

The characteristics of hyperboles euphemism are to replace the dispreferred one with the exaggerated one.

11. Understatements

Is an inverse of hyperboles and it occurs in these examples; sleep for die, then deed for act of murder, anatomically correct dolls for dolls with sexual

\(^{45}\) Ibid. p. 18.
\(^{46}\) Ibid.
organs even companion, friend, the guy I'm seeing, and lover and regular sexual partner.\footnote{Ibid.}

The characteristics of understatements is to emphasize and negate what the speakers want to say to the hearers, with the result that some expression will look like politer than the original one.

12. Euphemism through Borrowing

The use of Latin homonyms provides Standard English with euphemism for bodily effluvia, sex, and the associated acts and bodily organs. The use of perspire instead of sweat, expectorate instead of spit, defecate and feces instead of shit, copulate instead of fuck, anus instead of arshole, genitals or genitalia instead of sex organs, vagina instead of cunt, are the examples of euphemism through borrowing of Latin. However Latin is not the only language borrowed by English, the French contributes as well such as lingerie for women’s underclothing, then masseuse for whore, next materiel for armament, sortie for a sallying forth by a military unit.\footnote{Ibid.}

Joseph M. William divides euphemism as their process of formation in five parts as quoted by Neaman and Silvers in their book Kind Words; A Thesaurus of Euphemism.
13. Borrowing Words from Other Language

As explained above, euphemism that occurs by borrowing from other languages like Latin, Greek, and French contribute greatly for enriching English euphemism terms.

14 Euphemism May Be Made by Semantics Process Called Widening

Euphemism that lives because the process called widening semantically, when a specific term becomes too tender or vivid, we move up in the ladder of abstraction. The words cancer becomes a growth, and a girdle becomes a foundation.

15. Semantics Shift

Semantics shift is a shift to part or whole meaning that euphemized. It occurs in terms to go to bed with and to sleep with someone that refers to sexual relation.

16. Metaphorical Transfer

The comparison of things of one order to things of another, the euphemisms that are chosen often romanticizing, poeticizing and softening of the original words.

The euphemism blossom for pimple compares one flowering to another more acceptable variety.
17. Phonetic Distortion

Euphemism used when a term encounters that dare not speak their names, so it must have *abbreviate*, *apocopate*, *initial*, *convert*, *backform*, and *reduplicate* that used.

a) *Abbreviation* is a shortened from a term, and it can be found in British term like *ladies* for *ladies room*.

b) *Apocopation* is another form of abbreviation in the use of *vamp* for *vampire* that means seductive woman.

c) *Initialling* is the use of an acronym as an alternative of their component parts. As in *JC* for *Jesus Christ*

d) *Backforming* is the substitution of one part of speech for another, as in burgle that is derived from burglar.

e) *Reduplication* is the repetition of syllable or letter of a word. Chiefly common in children’s vocabulary *pee-pee* for *piss*.

f) *Phonetic Distortion* is the changing of sound in a word as *cripes* for *Christ* and *gad* for *god*.

g) *A blend word* is a form of phonetic distortion in which two or more words are squeezed together both orthographically and phonetically as *gezunda* for *a chamber port*, a term derived from the fact that this object “goes under” the bed.
h) A diminutive is the formation of a new term by nicking or shortening a name and adding a suffix indicating affection or smallness as heinie for hind end that refers to the “buttocks”\(^49\)

D. Theory of Meanings

Palmer says that to know the meanings of words or phrases we should investigate the ‘length’. Having length is being so many feet or inches; length is not something over and above this.\(^50\) Therefore we should look the words or phrases for their use and not only for their meanings. Then Palmer continues stating that by investigating use rather than only meaning, we could precisely determine what the meaning of the words or phrases.

Sentence and word do not have meanings in the same way\(^51\), if it is considered that meanings in terms of reference in the wide sense of the term, for example to say something about the world about us, it is reasonable to believe that only sentence have meaning. In so far as words have referential meaning, they acquire it either trough being part of sentence or, more specifically, trough ostensive definition, \(^52\) but they are achieved only by means of sentence of the kinds.

Then, Nick Riemer states that “...no utterance can be considered as a self-standing whole: word only exist within particular context , and we will not be able

\(^52\) *Ibid*
to achieve an adequate description of meaning if we don’t take these context into account” 53.

Therefore, to determine meanings of words, phrases, or sentence, we should not only focus on the words, phrases or sentence we have but also focus on part of it. If we establish distinction between sentence meaning and words meaning, a major problem will be that of relating the two 54. Then consequently, to know how to uncover the meaning, the relation of words and phrase to the sentence must be known first. The relation of words, phrase to the sentence can also be seen by discovering the sentence, paragraph, or article where they stand, after that, the concept will be found and the meaning could be gathered as well.

54 FR. Palmer (1976), op. cit. p. 103.
CHAPTER III

RESEARCH FINDINGS

A. Data Description

The data are collected from the Jakarta Post newspapers edition of December 2010. The data will be analyzed by theories the writer has mentioned above especially in the chapter II.

Here are some data that are collected from the Jakarta Post and they can be tabulated as follows:

<table>
<thead>
<tr>
<th>Paper edition</th>
<th>No</th>
<th>Euphemism word or phrase</th>
<th>Kind</th>
<th>meanings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fri, 12/31/2010</td>
<td>1</td>
<td>Mix things up</td>
<td>Part-for-whole-Euphemism</td>
<td>To take holiday</td>
</tr>
<tr>
<td>Fri, 12/31/2010</td>
<td>2</td>
<td>That means no more walks in the park or swimming at public beaches</td>
<td>circumlocution</td>
<td>Has no privacy anymore, has never get a holiday</td>
</tr>
<tr>
<td>Fri, 12/31/2010</td>
<td>3</td>
<td>doesn't mean it’s paradise for everyone,”</td>
<td>circumlocution</td>
<td>It’s the president privacy territory, only the president is allowed</td>
</tr>
<tr>
<td>Thu, 12/30/2010</td>
<td>4</td>
<td>sent to</td>
<td>understatement</td>
<td>Jailed, threw away, be alienated</td>
</tr>
<tr>
<td>Thu, 12/30/2010</td>
<td>5</td>
<td>served</td>
<td>understatement</td>
<td>Punished, penalized</td>
</tr>
<tr>
<td>Thu, 12/30/2010</td>
<td>6</td>
<td>contentious</td>
<td>Part-for-whole-Euphemism</td>
<td>Intimidating, irritating</td>
</tr>
<tr>
<td>Wed, 12/29/2010</td>
<td>7</td>
<td>there was no word</td>
<td>circumlocution</td>
<td>No sign of life</td>
</tr>
<tr>
<td>-----------------</td>
<td>---</td>
<td>--------------------</td>
<td>----------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Wed, 12/29/2010</td>
<td>8</td>
<td>spoke on condition of anonymity</td>
<td>circumlocution</td>
<td>spoke nothing</td>
</tr>
<tr>
<td>Wed, 12/29/2010</td>
<td>9</td>
<td>New flexibility</td>
<td>circumlocution</td>
<td>unwillingness</td>
</tr>
<tr>
<td>Wed, 12/29/2010</td>
<td>10</td>
<td>security</td>
<td>Understatement</td>
<td>criminal</td>
</tr>
<tr>
<td>Wed, 12/29/2010</td>
<td>11</td>
<td>Far from a classic</td>
<td>hyperboles</td>
<td>not beauty</td>
</tr>
<tr>
<td>Wed, 12/29/2010</td>
<td>12</td>
<td>far-fetched</td>
<td>circumlocution</td>
<td>Unsuccessful failed</td>
</tr>
<tr>
<td>Wed, 12/29/2010</td>
<td>13</td>
<td>no practical way</td>
<td>circumlocution</td>
<td>no hope, no possibility, and no chance</td>
</tr>
<tr>
<td>Wed, 12/29/2010</td>
<td>14</td>
<td>Traditional sense</td>
<td>circumlocution</td>
<td>Defence strategy</td>
</tr>
<tr>
<td>Wed, 12/29/2010</td>
<td>15</td>
<td>serving</td>
<td>understatements</td>
<td>being arrested, or being jailed</td>
</tr>
</tbody>
</table>

**B. Data Analysis**

From the tabulated data above, the writer will analyse the data thoroughly as being described in the following analysis. In these analyses the writer uses “Allan and Burridge's concept” and “Palmer's concept of meanings” and they will answer the two proposed research questions.
Data 1. Mix Things Up

In the Jakarta Post edition of 12/31/2010 that tells about Obama’s holiday in his hometown, the Whitehouse spokesman says “So, doesn’t the president ever want to mix things up a bit, maybe go somewhere new? Not really, says White House spokesman Bill Burton, who is with the president in Hawaii.”

The phrase *mix things up* is kind of part-for-whole-euphemism euphemism that be supposed as kind of euphemism that really replaces a term with another term with no bound of lexically and semantically.

The phrase *mix things up* has the meaning of *to take a holiday* or *to go break*. The phrase lies after the euphemism one is the clue of this analysis. As sociolinguistics’ theory that society and language are the core discourse of sociolinguistics, therefore the euphemism phrase lies in that text could bring influence on the whole text that may be interpreted by the readers. Phrase *mix things up* is the sweetened of *to take holiday*, then the aim of this use is to make the readers assume that the president is mixing thing up rather than taking holiday. If that text says directly take holiday it could lead misassumption that affects dishonour to the subject (the president), so, the euphemism is used to cover that real aim.

In social aspect the president may not be seen on holiday, in other meaning the president must be ready in any situation. Therefore the use of term such *to take a holiday* may injure the president image.
Data 2. *that means no more walks in the park*

*or swimming at public beaches*

Next, in the same edition in the phrase “*that means no more walks in the park or swimming at public beaches.* The Obamas now spend their beach time at Pyramid Rock, a secluded spot on the marine base, and snorkel only at Hanauma Bay on Tuesdays, when the nature preserve is closed to the public.” In the phrase *that means no more walks in the park or swimming at public beaches* that still in the same article as datum 1, this is a kind of circumlocution euphemism that commonly consists of metaphor or metonymy and it form looks like idiom or compound sentence.

Phrase *that means no more walks in the park or swimming at public beaches* replaces the possibility of other words or phrases such as *has no privacy anymore*, and *has never a holiday*. According to sociolinguistics’ theory, that circumlocutions euphemism influences the whole article. It might have aim not to show the president’s intention to take a holiday, then the replacement of euphemism is used to cover that authentic purpose. Therefore the readers may assume that the president only wants to walk in the park or swimming at public beaches, and the readers may not realise if the president wants to have a private area.

In social context like the discussion above, the president’s intention is highly kept save, however by using euphemism the writer of the article may avoid the dispreferred expression (to the readers) these are the role of euphemism
Data 3. *doesn't mean it's paradise for everyone*

The third datum is collected from the same entire article as data 12/31/2010. "*Just because we're in Hawaii and it's paradise doesn't mean it's paradise for everyone,*" said Mike Irvine, who has lived in Honolulu since 1985. "Going to a black church, or maybe a homeless shelter would be a big deal."

The phrase *doesn't mean it's paradise for everyone* is also categorised as circumlocution euphemism that commonly consists of metaphor or metonymy and it form looks like idiom or compound sentence.

That phrase substitutes the possibility of *it's the president privacy territory, or only the president is allowed.* The possibility of original terms come from the context of the sentence, the phrase lies before the euphemism one explains that “it’s paradise” then the euphemisms one negates by stating *doesn't mean it's paradise for everyone.*

Based on the theory of euphemism and sociolinguistics, the intention of euphemism use may appear of the awareness of rough word such warnings not to enter that area. Rather than use those words, the spokesman chooses to make a shield trough euphemism words or phrases. As a result, the reader may not be harmed with the euphemism expression the spokesman states. Although the real intention he means is to disallow people for the area president takes a holiday, he does not make a provocative statement by declaring the real intention.

The readers that may read that article and found euphemism expression will fully aware if those place is only for the president, however by euphemism cover, the readers do not feel harmed or attacked after all. So the effect that may come
from that euphemism expression is affecting whole sentence and even the article to be not very opened-word and remains polite even it talks about president’s privacy.

Data 4. sent to

Next datum is collected from the edition of Thu, 12/30/2010 from article that tells about Russian tycoon. There are words of euphemism sent to that lies in phrase Khodorkovsky was sent to a labour colony in eastern Siberia near the Chinese border which is the kind of understatement euphemism.

The words sent to is employed as camouflage to the possibilities of jailed, threw away and be alienated. Understatements euphemism is used to emphasize and to negate what the speakers want to say to the hearers, with the result that some expression will look like politer than the original one.

The words sent to have a massive effect to the readers who do not know of the real intention. The writer of the article may use those words in order to cover such a vulgar word of going to have a verdict, rather than using go to jail and other similar expressions, the writer of that article uses the understatement euphemism to reduce the effect of its original one.

The effect may rise from original statement use can appear as the frighten result when the readers read it if there is no euhemizing at all. The frighten result may come up from the possibility of no euphemism term like jailed to that makes the readers feel the colony of eastern Siberia is a hell and all people who send there are prisoners of brutal criminal, in fact Khodorkovsky is an oil tycoon.
Therefore the euphemism makes the whole article is ‘smoother’ than without it. Then the euphemism here has role to cover the possibility of the original one with no euphemism

Data 5. Served

The next datum is also gained from the article tells about Russian tycoon. It has very similarity from the datum sent to. It is also kind of understatement euphemism which lies on the sentence while Lebedev served the first part of his sentence in a prison above the Arctic Circle.

The word served is a cover to genuine aim that may have possibilities of other expressions such punish and/or penalize. The author of the article uses the term served is to sweeten the core goal of his discourse. It is not too different to the term of sent to the writer has analyzed above.

The effects that influence the readers by reading that article is they may have article which does not harm in expression like in dysphemism (opposite of euphemism), by using euphemism the writer of the article could avoid the possibility of making harsh expression such as “Lebedev punished the first part...” or “Lebedev sentenced the first part...”. as long as Lebedev is an oil tycoon therefore the article’s writer choose to save his image by using euphemism and not some harsh expressions.

The harsh expression that may come up if there is no euphemism, is like a harsh to the readers who support Lebedev since he is a politician. Therefore the writer of the article may opt avoid such expression rather than use it.
Therefore the role of euphemism here is to cover the readers who do not want to see or hear Lebedev is penalized in the prison, then euphemism there to cover it. As sociolinguistics theory that language is greatly related to the culture and even to the society, thus the understatement euphemism is a way of language variation to the situation.

Data 6. *contentious*

The sixth datum is collected from the same article of 12/30/2010 edition that tells about the cartoon of Prophet Muhammad, “*Kurt Westergaard, the artist who drew the most contentious of 12 cartoons, said the foiled plot was "a direct attack on democracy and freedom of press."*”. The word *contentious* is kind of Part-for-whole-Euphemism kind of euphemism that really replaced a term with another with no bound of lexically and semantically.

The word *contentious* has possibility of original term like *irritating*. The sentence after the euphemism term is a clue to the analysis. Based on sociolinguistics and euphemism theories that a euphemism one could be analyzed from the whole article, therefore the use of *contentious* is an avoided-term to replace other terms such as *irritating or intimidating*.

The purpose of the euphemism use is to cover the valid meaning of that term, in order to avoid dispreferred to the readers especially those who support the freedom of speech and agree the Prophet Muhammad cartoon is allowed, since this article is published in Denmark the open value nation therefore the article is focused to the people there. If there is no such euphemism on that article the
readers may interpret it with a different meaning. Thus the sweet talking is used there.

Data 7. *There was no word*

The seventh datum is collected from the Wed, 12/29/2010 paper edition that tells about suicide bombers. The reporter states “*A hospital official confirmed the fatality, but there was no word on the injured*”.

The term *there was no word* there is a kind of circumlocution euphemism that commonly consists of metaphor or metonymy and it form looks like idiom or compound sentence.

The circumlocution replaces the possibility of other term such as *no sign of life* in order to avoid harsh expression. The circumlocution is used by using the relevant or close of meaning from the original term. The analysis comes from the previous sentence on the article the datum appeared. By analysing the whole article using the theories of sociolinguistic the variation of language can be correlated to the social frame and their speakers. Therefore the datum can be analysed trough the previous and next sentences lie in the article.

The writer of the article uses euphemism rather than the term that represents original meaning is to avoid the possibilities of the use of dispreferred expression to avoid possible loss of face by the speaker, and also the hearer or some third party.

Then the writer of the article chooses using euphemism in the term that may be a harsh language. Therefore here are the roles of euphemism to avoid
possibility of dispreferred expression in society context and also to avoid the possibility of face lost.

Data 8. *Spoke on condition of anonymity*

Next datum lied on Wed, 12/29/2010 that still on the same article as seventh datum, on that article the article’s writer states “All officials spoke on condition of anonymity because they were not authorized to speak to the media.” The writer focuses on phrase *spoke on condition of anonymity* that has a euphemism form. This datum is kind of circumlocution euphemism that commonly consists of metaphor or metonymy and its form looks like idiom or compound sentence.

Therefore the writer of the article uses the euphemism term in order to avoid dispreferred expression and replaces the true possibility meaning such *spoke nothing* in his own opinion and intention. It might be that the direct term like *spoke nothing* will give a very different supposition when the readers read and interpret it. The supposition that may come up is the readers might think the all officials will not speak by their own, whereas they are not authorized.

As sociolinguistics’ theory that society and language are the central discourse of sociolinguistics, therefore the euphemism phrase lies in that text could bring influence on the whole text that may be interpreted by the readers. By analyzing not only the euphemism term but also the whole article, it can be simply concluded that the article of the euphemism text will have “sweeter” meaning after euphemized.
Therefore the role of euphemism here is to sweeten and soften true meaning by replacing the original one as sociolinguistics and euphemism theories of the use of euphemism.

Data 9. Flexibility

In the Jakarta Post Wed, 12/29/2010 edition that tells about North and South Korean weapons disarmament, Becky Bohrer the reporter states “It was not clear if Lee's comments reflected a new flexibility on when to resume the talks. Seoul previously has been hesitant to restart them until Pyongyang shows a firm commitment to denuclearization.” The writer concerns on the word flexibility as a euphemism form on the article.

Based on the kind of euphemism by Keith Allan and Kate Burridge, the kind of euphemism lies on the word is circumlocution euphemism that commonly consists of metaphor or metonymy and it form looks like idiom or compound sentence. The use of term new flexibility replaces other possibilities such willingness on the text of the article. The possibilities of no euphemism term comes from the context below the expression “....on when to resume the talks. Seoul previously has been hesitant to restart...” By using circumlocution euphemism the writer of the article makes a different sense for the readers.

The meaning analysis comes from the theory of Palmer’s Concept and sociolinguistics that says society and language are the core discourse of sociolinguistics, therefore the euphemism phrase lies in that text could bring influence on the whole text that may be interpreted by the readers. It can be
analyzed by paying attention the whole sentence and paragraph and even the whole article that the use of term *flexibility* has effects to cover the unwilling expression to the readers. It is necessary to cover because this article talks about nuclear and denuclearization, the direct term such *willingness* may threat the readers who love to see the talking continues and ended in denuclearization. By reading the article contained the euphemism expression the readers are expected not to react exaggeratedly because of its contain. The effect that might be appeared to the entire is the article becomes not too harsh thanks to euphemism that is used; it covers the dispreferred expression and makes it “soft”.

Data 10. Security

Next datum collected from Wed, 12/29/2010 edition of the Jakarta Post which tells about the latest FIFA World Cup 2010 on South Africa. The writer of the article concerns to the problem of “After South Africa overcame dire predictions of security problems and half-empty stadiums to stage a World Cup that united the country in celebration, FIFA voted to give future tournaments to Russia and Qatar.”

By looking at the theory of the euphemism kinds, the term lies on the article is kind of understatement euphemism which is used to emphasize and negated what the speakers want to say to the readers, with the result that some expression will look like politer than the original one. The analysis comes from the theory of sociolinguistics that bound to the entire paragraph to be analyzed. Therefore by
correlating the whole paragraph and even the article, it can be determined what kind of euphemism lies on it, and it is an understatement one.

The result of using euphemism on the text of the article is to have a little bit impact rather than without euphemizing. The original meaning of that term might be the word *criminal* that is covered by “politer” expression. The effect is to make the reader unharmed when reading the paragraph and certainly the entire article the datum lied on it. It is necessary to keep the readers unharmed since that events filled by so many people, therefore by using the euphemism one and keep unharmed to the people then the event stay safe with no people panic or worry about criminal problems. It can be imagined whether there is no euphemism on the article; the readers may consider that the South Africa is nation full of criminal problems while the readers read on it.

Data 11. Classic

The next datum is collected from Wed, 12/29/2010 paper edition of the Jakarta Post which is still in the same theme and same article as datum number 10. The writer focuses on text” *But on the field, the World Cup was far from a classic. Spain's 1-0 win over the Netherlands came in the dirtiest ever final, which was an appropriate end to a tournament that promised much but delivered little.*” The term *classic* is a euphemism one that be positioned on the article.

The kind of the *far from a classic* expression on the article is kind of hyperboles euphemism just like hyperboles in figurative speech, emphasizes in terms that are overstatements in replacing a term that might be impolite. The focus
analysis is the sentence below the euphemism expression that states “...dirtiest ever final...”. The analysis comes from the fact that the clause But on the field, the World Cup was far from a classic has “politer impact than if the writer of the article makes a clause But on the field, the World Cup was not beauty.

The meaning of the clause is the World Cup is bad; therefore the writer of the article uses hyperboles euphemism to replace the possibility of word not beauty to be far from a classic. The effect might be appeared on the whole article that the euphemism lied on is to be pointed to the readers. By reading the term replaced by the euphemism which makes it politer than without it, the readers also stay unharmed by dispreferred expression. It is necessary to cover this thing since it is football, the spectators around the world want to see a beautiful game however the game displayed a bad one, so rather than use the term such not beauty, the writer of the article prefers to use another term like far from a classic to keep the beauty-game-minded readers unharmed. It is the euphemism which becomes shield to protect the reader. The article also becomes ‘soft’ with the sweet-talking inside it.

As sociolinguistic branch then euphemism has role to cover such a thing the possibilities of those, the dispreferred one that may harm the people.

Data 12. far-fetched

The twelfth datum is collected from Wed, 12/29/2010 paper edition of the Jakarta Post which again is in the same theme and article with data number 11 and
12 that tells about the World Cup. “Inter and Germany were just about the only sides able to stop Messi during a year in which he made sure the repeated comparisons between him and Maradona - still Argentina's greatest ever player - ceased to become far-fetched.”

The kind of the euphemism on this paragraph is kind of circumlocution euphemism that commonly consists of metaphor or metonymy and it form looks like idiom or compound sentence. It can be analyzed through the complete paragraph the term laid on, and by seeing on the full meaning of the clause.

The original meaning of the terms might be the term like failed. The meaning analysis comes from the theory of sociolinguistics that society and language are the core discourse of sociolinguistics, therefore the euphemism phrase lies in that text is bound to the entire paragraph and must be read carefully. The aim of the use of euphemism is to make effects to the reader when they are reading it. If only there is no euphemism on the text, the reader may interpret that him is a player that really failed, and it is not a preferred thing wanted to be read by the readers. Especially the readers who are fans of Messi that they completely dislike the possibility of term failed used in the article. However by using euphemism, the writer of the article could avoid this possibility and his article still has effect of politeness, that is the role of euphemism

Data 13. no practical way

Next datum is collected from Wed, 12/29/2010 paper edition of the Jakarta Post that talks about war in Pakistan. The writer of the article says “There's no
practical way for U.S. troops to seal Afghanistan's vast border with Pakistan and stop all Taliban fighters from slipping through...”. The term no practical way is the euphemism one that is analyzed.

The euphemism kind of the term lies on the sentence is kind of circumlocution euphemism that has form like idiom or compound words. The analysis comes from the theory of euphemism and by analyzing its whole sentence of it. It is definitely circumlocution one as long as it covers as a compound words to replace original meaning.

The original meaning of the euphemism expression may have many possibilities such as no hope, no possibility, and no chance. By using the euphemism style, the writer could avoid using such harsh expression and becoming an impolite article, it is also the main aim of the euphemism as the theories have been mentioned in previous chapter. The effect that may appear by using the euphemism on that article is aiming the whole article ‘sense’. The article looks politer and ‘softer’ than without euphemism, the readers also remain unharmed.

The people may be harmed if there is no euphemism there, the possibilities of original terms such as no hope, and no chance could make the US Troops image relegated and really don’t have any chance to seal a peace there. If there is no euphemism on that sentence and stay with original meaning of expression or the writer of the article uses dysphemism, therefore it will affect entire article and makes such very different assumption to the readers. Then the euphemism has a role to cover up the harmed-possible term with the sweeter expression by
replacing the original one or the dispreferred term may be used by the writer of the articles.

Data 14. *Traditional sense*

The fourteenth datum is collected from the same article as datum number 13, it is taken from Wed, 12/29/2010 paper edition of the Jakarta Post. "to secure the border in the *traditional sense*" would "take an inordinate amount of resources." Says Army Col. Viet Luong, that quotes by the writer of the article.

Term *traditional sense* is kind of circumlocution euphemism that is the most popular sweet-talking. Circumlocution euphemism commonly consists of metaphor or metonymy and it form looks like idiom or compound sentence. It can be analyzed thorough the complete paragraph the term laid on, and by seeing on the full meaning of the clause.

As long as it is a euphemism style, so that it has others meaning to cover. By analyzing full sentence or article of the euphemism one, the meaning is found such *defence strategy*. The defence strategy possibility comes up from whole context of the article that says “...in the *traditional sense* would take an inordinate amount of resources.". In military approach to take amount of resources is usually having a defence strategy, defending and keeping safe vast border area with full armed weapons and it for sure needed immense resources. The term *traditional sense* is used than *defence strategy* is to make such an impact to the listeners or readers.
The effects resulted by the euphemism are the whole article has well-mannered expression than without it, it also makes impact to the reader. Language is expression of language users therefore every term will influence other language users; this euphemism also has power to do that. The readers or listeners gain effect of euphemism by reading the whole article, and it is also the role of euphemism used here in this datum article.

Data 15. Serving

Next datum is collected from same article as datum no. 14 from Wed, 12/29/2010 paper edition of the Jakarta Post. “After serving nine years in an Italian maximum-security prison, he was extradited in 2002 to Switzerland...” says the author of the article.

The term *serving* is classified as understatement euphemism since understatements euphemism is used to emphasize and to negate what the speakers want to say to the hearers, with the result that some expression will look like politer than the original one.

So that the term *serving* in that sentence covering other possibilities such as *being arrested*, or *being jailed*. The analysis comes from all context of the paragraph where the euphemism one lies on it. By putting this *serving* expression, the article has a greater effect to avoid dispreferred assumption by the readers when they are reading it. And it also makes the whole article becomes softener than with no euphemism. So that euphemism has a role here as always to avid and
cover the dispreferred expression caused by the possibility of article contains which have to sometimes use taboos or dysphemism.

From these analyses above there are 15 euphemism terms that used as collected data of the rubric world of the Jakarta Post. The data gained have various kind of euphemism From their kinds there are four kinds in overall, the most used is circumlocution euphemism that employed up to nine data, the second is understatement euphemism for four data, then there are part-for-whole-euphemism two data and hyperboles is one datum.

The meanings of the data have various meaning meanings based on the concept of the whole articles, the data function, and the analysis of the words or phrases. From the 15 data above, every terms of euphemism have different meanings. It is mainly caused of the relativity of the language that stands on the concept.
CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the data analyses on previous chapter III, the writer concludes that euphemism lies on almost every article of rubric world of the Jakarta Post which is the main data of this study. There are at least four kinds of euphemism were found there, they are; circumlocutions, understatements, part-for-whole-euphemism, and hyperboles. Those four types are the most popular kind of euphemism that commonly found on the article of newspaper.

The circumlocution ones are collected from nine data of several articles of the Jakarta Post. Although the four kinds the writer mention above are considered to be the most popular, however the circumlocutions is the highest in number the writer found. The data which are categorized as circumlocutions are *mix things up, that means no more walks in the park or swimming at public beaches, doesn't mean it's paradise for everyone, there was no word, spoke on condition of anonymity, far-fetched, and no practical way.*

Understatements euphemism is kind of euphemism to emphasize and to negate what the speakers want to say to the hearers. The writer collects at least four data from several article of the Jakarta Post, they are; *sent to, served, security, serving.* The writers of the Jakarta Post’s articles use understatements euphemism to aim some purpose of *sweet talking.*

Part-for-whole-euphemism is also found in the only article, it is *contentious.* The purpose of the euphemism use is to cover the valid meaning of that term, in
order to avoid misassumption to the readers. Another kind of euphemism which is uncovered is hyperboles. The hyperboles is collected from one article of the Jakarta Post, it is classic. The writer of the article uses it to have the effect that might be appeared on the whole article that the euphemism lied on is to be pointed to the readers.

And for the meanings, there are ranges of meaning for each term derived from every article. The meanings could be only single meaning or more than one meaning where the meanings anchored on the concept of the article where they lie on.

Therefore the euphemism terms are put on the articles to have some effect to the readers or they are used as shield, cover, even mirror to replace the dispreferred expression. Some article will look like rough if there is no euphemism at all. The fact that euphemism is easily found everywhere also related to the culture of language community itself.

B. Suggestion

This research is aimed to prove the phenomena of euphemism happened on daily language interactions through the analysis of rubric world in the Jakarta Post newspaper. The writer focuses on 15 data only on analyses of their kinds and effects to the whole articles. Therefore for further analysis of euphemism this paper can be a reference of that, and the writer hopes it will be useful for other research of language, especially in sociolinguistics field or even in semantics scope.
By knowing the kinds and meanings of euphemism terms will ease the developing of research based on the theories stand on this paper, and it could be added trough other advance theories of euphemism, sociolinguistics, and even semantics for the meaning. As long as this research focuses only in the kinds and meaning of euphemism, therefore there are so many areas of euphemism analysis that waiting for be explored more.
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The Jakarta Post History

The year 1983 marked an important milestone in the history of media publishing in Indonesia when the first issue of *The Jakarta Post* appeared on April 25.

The new English daily is unique, not only in its goal, which is to improve the standard of English language media in Indonesia, but also in bringing together four competing media publishers into producing a quality newspaper with an Indonesian perspective.

The objective of the new publication was to present to the public a newspaper of the highest quality that would provide its readers with all the news that was not only fit to print, but that would deepen their insight into the very workings of this vast archipelago, its people and its government, as members of the great family of nations.

The history of the newspaper dates back to a conversation in mid-1982, between then minister of information Ali Moertopo and Mr. Jusuf Wanandi, who represented the government-backed Golkar newspaper *Suara Karya*. Minister Moertopo mentioned the possibility of publishing an English-language newspaper of the highest editorial quality which would not only cater to the fast growing foreign community in the country — the result of more than a decade of opening up the economy to the global community — but more importantly one that would
be able to provide an Indonesian perspective to counter the highly unbalanced Western-dominated global traffic of news and views.

To serve the purpose, several requirements had to be met. The paper would have to bring together some of the best Indonesian journalists and editors in order to be able to produce a quality newspaper of international standards. Simultaneously it should also represent the different factions of the broad, sociopolitical spectrum of the nation to be able to nurture a truly Indonesian perspective.

Of no less importance, the company should be managed professionally so that it could grow into an economically strong institution capable of consistently maintaining high-quality journalism. And last but not least, the ownership of the newspaper should also reflect the philosophy of the nation, hence the collectively owned shares of the employees, besides the no-single-majority equity participation of its founders.

Thus the company, PT Bina Media Tenggara, was founded in late 1982 as an independent newspaper institution privately owned by four competing media groups publishing some of the leading national publications: *Suara Karya*, *Kompas, Sinar Harapan* and *Tempo*. Ten percent of equity (later increased to 20 percent) was provided as a collective share of all employees.

Immediately afterward, a team of experienced journalists and editors was selected from the four founding companies, as well as from other news organizations. For the business side, a special team was set up within the *Kompas*—
Gramedia group to help manage the marketing, distribution and other pertinent functions of the news organization based on a yearly management contract.

On the first day of publication, not more than 5,474 copies of the newspaper reached readers. The contents of its eight pages varied from news about Soviet espionage activities in the region, to an article written by Kompas’ Jakob Oetama on the installation of H. Harmoko as the new minister of information, just a few months after he was personally involved in the preparatory stage of this newspaper in his capacity as chairman of the Indonesian Journalists Association (PWI), plus a few congratulatory advertisements.

Looking back, it was not a very impressive newspaper. However, a fresh and different outlook was created in the Indonesian press.55

The Profile of the Jakarta Post

The Jakarta Post is a daily English language newspaper in Indonesia. With an average circulation of around 50,000 copies, it is the largest English language newspaper in Indonesia. The paper is owned by PT. Bina Media Tenggara and the head office is in nation’s capital Jakarta. The newspaper is a small but influential oriented towards local English-speaking expatriates and the diplomatic community. In many ways, it acts as an unofficial mouthpiece of the Indonesian government into the international community.

The newspaper is owned by a consortium of competing Indonesian-language newspaper companies. Shareholders include Gramedia owners of

55 Accessed on 7th July 2011
http://www.thejakartapost.com/company_profile/thejakartapost_history.
Kompas, by far Indonesia’s biggest newspaper, Tempo. Suara karya, and Sinar Harapan. Twenty percent of equity is now provided as a collective share for all-non-foreign employees of the newspaper.\textsuperscript{56}

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