

CHAPTER I

INTRODUCTION

1.1. Background of the Research

Language is an essential part of our existence as human beings. Language is a way in which people communicate with each other in different situations and contexts. Language represents the culture and inheritance of the society of that language. Euphemism is a universal phenomenon that implies substituting an insulting word or phrase in an indirect way. Some phenomena were found in euphemism, like in the teaching-learning process, in daily communication, but also found by the authorities and mass media. Interestingly, mass media language must be absolutely clear, short, dense, simple, concise, and interesting but cannot leave to the use of euphemism. The mass media should consider is the readers because mass media has to avoid using an unpleasant word to give a good understanding to the readers.

For those certain words that cannot be said, people are not going to talk about these words, or if these words are talked about, people should talk about in round, about way to rename and repackage them in getting 'better' sound. They may apply "Euphemism" so as to avoid mentioning certain matters directly as mentioned above. It is therefore the language of evasion, hypocrisy, prudery, and deceit. Euphemisms can be used either in spoken or written language. According to Crystal, there are more euphemisms typical for spoken language in English because written language does not deal with slang or obscene vocabulary. Obscene words appear in a text in the form of graphic euphemisms.

The use of euphemism is one a real example of sociolinguistics application, Wardhaugh stated that euphemism is endemic in society: we are constantly renaming things and repackaging them to make them sound better, with Euphemism we make the meaning of words more polite.

Many people do not know euphemism clearly, especially English euphemism. It is difficult to used and understand the meaning of euphemism. Because of their incomprehension, they do not care anymore how to substitute an inoffensive expression to be more polite. They just used the words or expressions as they please as long as the interlocutors understand. So there is no more effort to change the impolite expression to soften. The people's ignorance in using euphemism in communication, the words they used in the script do not longer meet the rules of euphemism.

There are some reasons why euphemism is studied. Firstly, it is often concerned with politeness. In certain situations using euphemism instead of saying things directly is considered with politeness. Secondly, euphemism is the instrument of keeping the relationship in good harmony between reader and writer or speaker and listener.¹ This study examines the use of euphemism in the Jakarta Post newspaper online. Euphemism is words or phrase substituted for other either one's own face or, by giving offense that of the audience some third party.

The functions of the euphemism are classified according to the way in which they contribute to the content of the text. In the text under consideration, four functions are seen, according to whether the expression primarily informs

¹ Azkiyah, Laili, *A Study Of Euphemism Found In Political Articles In The National Section Of The Jakarta Post*, Thesis. English Letters And Language Department, Humanities And Faculty. The State Islamic University Of Malang, 2008, p.15

(conveys new information), evaluates (conveys writer's opinion or attitude), modalism (conveys writer's attitude toward the truth-value of his/her utterance or writing), or organizes and functions as a discourse signal. To these four functions may be added fifth, the euphemisms that show a reader's reaction to something in the extra linguistic situations, namely apology, denial, convince curse, request, criticism, question, promise, and order.

The Writer chooses the Jakarta post as the source of data for some reasons. Firstly, the Jakarta Post newspaper used euphemism in its news bravely. The Jakarta Post is the first local daily newspaper presenting news in a foreign language, which is the English language. Here, the writer took the educational section of the Jakarta post to get the data. Secondly, the Jakarta Post newspaper is a popular and English newspaper in Indonesia. Thirdly, an educational section is a place where report much information about educational issues in Indonesia, which consists of many types and functions of euphemism. Furthermore, in this issue, we will find much information about educational issues in Indonesia, which consists of many types and functions of euphemism.

Education is the process of changing the attitudes and behavior of a person or group of people in the human mature effort through teaching and training. Education is the act or process of imparting or acquiring general knowledge, developing the powers of reasoning and judgment, and generally of preparing oneself or others intellectually from teacher to students.² Any experience that has a formative effect on the way one thinks, feels, or acts may be considered

² Dong Berg, Definition of education, ([http //www. teach-kids-attitude;1st. com /definition-of-education.html](http://www.teach-kids-attitude.com/definition-of-education.html)), Accessed on February 15th 2015

educational. Educational is commonly divided into stages such as preschool, primary school, secondary school, and then college, university, or apprenticeship.

Education is the most efficient and effective way of teaching and learning basic and advanced skills and knowledge. Being the foundation of our society, education encompassed our lives by stimulating our minds and molding them into intellectual ones. In simple words, education enables us to learn a different way of learning things and doing them. While there was no formal education system in the primeval period, The modern days have come up with different types of education classified according to a person's potential and age. Given here are some kinds of education followed by most of the countries.

Based on the background of the research above the researcher bravely took the title **“Euphemism Analysis of Educational Issues in the Jakarta Post Online Newspaper”**

1.2. Identification of the research Problems

Based on the problem identification above, the problem identification in this study is as follows:

1. There were many people who did not know about euphemism in education, especially in educational learning.
2. There were still many people who did not understand the function of euphemism in newspapers.

1.3. Problem of the Research

Based on the background of the problem, the problem of this research is

1. What types of euphemism are found in the Jakarta Post online newspaper related to the educational issues?
2. What function of euphemism are found in the Jakarta post online newspaper related to the educational issues?

1.4. Purposes of the Research

According to the problem of the research, the purpose of this research are:

1. To explain what types of euphemism are found in the Jakarta post online newspaper related to the educational issues.
2. To describe what function of euphemism is found in the Jakarta Post online newspaper related to the educational issues.

1.5. Scope of the Research

In this research, the researcher focused on the type and function of euphemism which is found out of educational issues in the Jakarta Post online newspaper.

1.6. Significance of the Research

1.6.1 Theoretically

For during in the researcher, it can increase the knowledge and develop the science that has gotten in the college, until to create the idea of scientific

- a. For academics, it can be used references or study materials to increase knowledge in the area of education, especially English education.
- b. For further researcher, it can use a reference in developing knowledge about the euphemism.

1.6.2 Practically

- a. For students this study helps the students to know and understand the sociolinguistic study, especially about euphemism.
- b. For teachers result of this is expected to be a contribution or additional material for the sociolinguistic course.
- c. Besides that, the writer hopes this thesis will be used by other writers as a reference for further research.

1.7. Operational Definition

To avoid misunderstanding on the term used in this thesis, the researcher needs to define some useful terms used:

1. Euphemism

Euphemism is a polite expression used in place of words or phrases that might otherwise be considered harsh or unpleasant. And euphemism is also the instrument of keeping the relationship in good harmony between reader and writer or speaker and listener.

2. Jakarta post online newspaper

Jakarta Post online newspaper is English E-paper of Indonesia which belongs to Asia region.³ The Jakarta Post is committed to being present as “The Indonesian Journal of the Present”. This newspaper undertakes the challenge to continue to provide news, entertainment, and up-to-date views to the world community. The Jakarta Post also has its Sunday and online editions, the contents of which are not found in the daily print editions. Serambi, Jurnal medan, Fajar, Post Kota, Solo Post Investor Daily and the other most famous daily newspaper of Indonesia included. Either as a stand-alone publication or as the online version of a printed periodical.

3. Educational issue

Educational issue is an educational problem exists when a health care professional lacks the knowledge, skills, and attitudes necessary for the desired performance.⁴

³<http://www.thejakartapost.com/>.

⁴ <http://journals.lww.com>