Euphemism in News Elections Discourses in the Daily Jawa Pos

Munawwir Hadiwijaya, Mukarom
Insan Budi Utomo University, Indonesia

A B S T R A C T

Newspapers these days tend to be less kind, especially when reporting on elections. Euphemisms can be used because journalistic discourse surrounding elections is essentially political. The purpose of this study is to describe the usage of euphemisms, including their form, meaning, and purpose. In this study, a qualitative descriptive method was employed. This research data is presented as words, phrases, and clauses found throughout the whole news discourse column concerning elections in the daily Jawa Pos issue from November 2023 for 12 discourses. The documentation approach was used to acquire data. The research findings demonstrate that euphemisms in simple words, phrases, and clauses are present in the news discourse regarding the election in the daily Jawa Pos for November. In news discussions around elections, euphemisms typically have meanings related to linguistic refinement and the concealment of unpleasant facts or events.

Introduction

Euphemistic language is frequently used in print media, particularly news reports on elections. The goal of the euphemism language style is to improve the language so that it reflects the society of its users and is courteous (Allan & Burridge, 2014). The people of Indonesia are renowned for their noble nature and elaborate rituals. However, due to the intentional use of euphemisms to distort language meaning, the use of language that can be viewed as unpleasant these days is frequently witnessed, particularly in news discourse about elections. By perfecting its form, the obscuration of language serves as a tool for legitimizing power. The press has always been active in politics in Indonesia. The government imposed *haatzai alaten*, or a statute that threatened the press if it was thought to print stories that "sowed hatred" against the government, during the Dutch colonial era because the press was feared. President Soekarno suppressed a lot of press articles during the Old Order era. Still, the Soeharto administration was responsible for the majority of press prohibitions. Because of this, a lot of journalists have to write quite carefully. Alternatively, journalists might turn into unquestioning mouthpieces for the powerful, or vice versa. Following the passage of Law Number 40 of 1999, which safeguarded journalistic freedom, this status improved (Sari et.al., 2021).

Language is employed as a means to express concepts, "*uneg-uneg*," or explain hidden (symbolic) realities relating to situations and conditions (security, ethics, etc.) under socio-political contexts, especially in elections like the ones we are having now (Van Dijk, 2004). Such euphemisms are loaded with political connotations and are not simply used for linguistic politeness. Euphemisms distort the use of the national language, which instantly reflects the socio-cultural conditions of the country, namely an unwillingness to confront reality. Ultimately, the problem's core causes are "covered in a fog of language symbols,"

such as the term "corrupt," which refers to the commercialization of positions, and "hunger," which refers to food insecurity (Van Dijk, 2013).

Although there has been research on language style, it has primarily focused on it. One example is the work of Puspitasari et.al (2019). They found that The daily newspaper Solopos April 2018 uses euphemisms for a variety of reasons, including courtesy, obscurity, avoiding offense or disagreement, lowering embarrassment, using religious terminology, stating the title of education, and keeping things secret. Their research concentrated on the use of rhetorical and figurative language styles. In addition, Kurniawati (2018) her findings demonstrate that words, phrases, and sentences make up the grammatical units of euphemisms and dysphemisms in Spiegel Online. Furthermore, Apriliani's research (2024) analysis shows several patterns in the use of euphemisms, such as taking words from foreign languages, using and avoiding harsh words. Unlike previous research, this study aims to investigate the linguistic style of euphemisms, with a particular focus on their structure as words, phrases, and clauses, their meaning, and their purpose.

This description demonstrates that most research has focused on locating, characterizing, and estimating how frequently different language styles are used in a discourse. Few studies have examined specific language types, and even fewer have examined elections-related news discourse, based on this idea, research was carried out. The Jawa Pos is a regional newspaper (Jatim) published daily to educate the public and offer information and knowledge. One of its primary purposes is to present current events, such as political news about elections, that are highly topical. In this sense, the researchers are eager to use Jawa Pos's daily news discourse around elections as a research subject.

Methods

A descriptive strategy was employed in this study to meet the goals that were set out. The goal of this approach is to gather language descriptions that accurately represent the phenomenon of euphemism usage in news reports concerning elections. The complete news discourse column about the election in the daily Jawa Pos in November 2023 served as the data source for this study, and 12 of the discourses mentioned the use of euphemisms. The words, phrases, and clauses from news reports on the election that are quoted and show the use of euphemisms make up the research's data. 39 statistics regarding the use of euphemisms were discovered throughout all data sources. In this study, documentation is the method of data collection. Because the data source for this study was news discourse on the election in the daily Jawa Pos in November 2023—a total of 12 discourses—the data collecting technique employing documentation techniques was employed. The form, meaning, and function of the data in this study are all present.

Result and Discussion
Result
Types of Euphemism in Election-Related News Discussion

The following describes the emergence of euphemisms in words, phrases, and clauses based on the findings of the analysis of the form and meaning of euphemisms in journalistic discourse about the election.

Word-Based Euphemisms and its Meanings

Word constructions that are composed of independent syllables are euphemisms. Euphemisms are words that are typically employed to disguise unpleasant language facts and to soften language that is seen as harsher. These terms may take the shape of simple nouns or words with affixes.

Word-based euphemisms are displayed in the following:

1) *Keduanya adalah tokoh yang sama-sama bersih.* (JP W12 P3)
Both of them are equally clean figures

The basic form of the word "clean" is the usage of euphemisms. Because the word clean is grammatically free and does not go through morphological processing, it is referred to as a fundamental word. In the line above, the term "clean" is used euphemistically. The definition of "clean" in the General Indonesian Dictionary includes the denotational sense of "not dirty, unblemished, or untainted," as it is founded on a plain interpretation. The word "clean" has a connotative connotation because it doesn't signify anything; instead, it alludes to a remark that is more about not getting into legal trouble.

2) *Seandainya Prabowo mau jadi cawapres, dia akan dilamar.* (JP W12 P6)
If Prabowo wants to be vice presidential candidate, he will be proposed

The word suggested in the above phrase is a euphemism; it is just the core word plus an addition. Because the word dilamar was formed due to the affixation process—that is, the prefix (di-) + application to become dilamar—this word is known as an affix word. The term "proposed," which might imply "to be proposed to/requested or a request to marry," is included in the denotative meaning of the General Indonesian Dictionary. Since the word "proposed" has no actual meaning—instead, it alludes more to the idea of being asked if you would be ready to serve as vice president—it has a connotative connotation.

3) *Demi keamanan, empat personel KPUD tersebut akhirnya dibawa dan diamankan di ruang Kapolres*. (JP W12 P8)
For security reasons, the four KPUD personnel were finally taken and secured in the Police Chief's room.

The term "secured," which appears in the text above, is an example of a basic word attached. Because the word secured is a product of the affixation process—the prefix (di-) + aman + suffix (-kan) to become secured—it is referred to as an affix word. The word "secured" is used euphemistically in the previous statement. The definition of the term "secured" changed from "detained" to "secured" because the two words have distinct meanings. The definition of "secured" is "keeping someone in custody."

Phrase-based Euphemisms and its Meanings

Phrases can be used as euphemisms in news discourse. Phrase-form euphemisms are compositions of two or more words that stay inside the subject-predicate boundaries. These expressions are either attempts to spare the sentiments of others or are purposefully created to improve language for a particular objective. These are recognizable amid other expressions.

1) *Dalam sejumlah surat suara untuk Gowa memang terdapat nama caleg yang hilang.* (JP W3 P5)
In several ballot papers for Gowa, the names of legislative candidates were missing.

The phrase "missing legislative candidate" in the previous line exemplifies euphemism. The term "missing legislative candidates" more accurately describes candidates who were removed from consideration for various reasons. Despite not being the true meaning, this phrase has an implied meaning. The term "missing legislative candidates" more accurately describes candidates who were removed from consideration for various reasons.

2) *Khusus yang dimusnahkan sebenarnya surat suaranya bagus, tapi kondisinya salah* (JP W3 P4).
The burned ones had good ballot papers but were in poor shape.

The expression "the condition is wrong" is an example of phrase-based euphemism. The above sentence's use of the phrase "the condition is wrong" mainly relates to the quantity of flawed or holey voting papers.

3) *Ke-13 parpol itu menganggap kinerja KPU dalam mempersiapkan pemilu kali ini sangat memprihatinkan.* (JP W5 P5 K1)
The KPU's performance in preparing for this election worries all thirteen political parties.

The above line uses a euphemism in the form of a phrase when it says, "Performance...is very concerning." It has a connotative meaning, which refers to the KPU's lack of competency.

4) *.....siapa pun yang meraih kemenangan nanti untuk tidak terlalu membusungkan dada.* (JP W6 P3)
Whoever prevails in the end, try not to get too cocky.

Using the phrase not to puff out your chest too much in the sentence above is a form of euphemism in the form of a phrase. This phrase experiences a shift in meaning because it is considered to offend the feelings of the person concerned if the word arrogant is used. The phrase not to puff out your chest too much appears to refine it, which means don't be too proud of yourself.

5) *Menurut penulusuran koran ini diketahui beberapa DPD mengaku menerima gizi dari seorang peserta.* (JP W26 P2)
According to research in this newspaper, it is known that several DPDs admitted to receiving nutrition from a participant.

The phrase "receiving nutrition" in the previous statement exemplifies phrase-based euphemism. If this term refers to receiving nutrients, it has a denotative connotation.

Receiving nutrients has a connotative sense because the term refers more to the meaning of money—that is, bribe money—than to its real meaning.

Clause-based Euphemisms and its Meanings

Clauses can be used to express euphemisms in news discourse. In clause form, a euphemism is a group of words that serve as both the subject and the predicate. These sentences are either an intentional endeavour to spare the sentiments of others or a conscious attempt to craft language more precisely for a particular goal. These can be recognized among other clauses.

1) …..*Parpol kemarin mendesak ketua Komisi Pemilihan Umum (KPU) Nazaruddin Syamsuddin agar meletakkan jabatan.* (JP W5 P1)
Yesterday, political parties urged the chairman of the General Election Commission (KPU) Nazaruddin Syamsuddin to resign his position.

An example of euphemism in the form of a clause is the usage of an urgent clause—placing a position in the previous phrase. This sentence implies that someone is being forced to quit from their job or the position they now occupy.An example of euphemism in the form of a clause is the usage of an urgent clause—placing a position in the previous phrase. This sentence implies that someone is being forced to quit from their job or the position they now occupy.

2) *Buktinya banyak masyarakat pemilih yang tidak bisa menggunakan haknya karena tidak mendapatkan kartu pemilih.* (JP W5 P5 K2)
The proof is that many voters cannot exercise their rights because they do not get voter cards.

The line above uses a euphemism in the form of a clause when it talks about not being able to exercise one's rights. The provision about not being able to exercise one's rights refers to the inability to cast a ballot in the next election for a variety of reasons.

The Function of Euphemisms in News Discourse about Elections

The purpose of euphemism is to substitute or pick appropriate allusions so as to avoid hurting listeners' or readers' sentiments. By smoothing or softening the language used, euphemisms are also employed to disguise the unpleasantness of some phrases.
In news reports on elections, the use of euphemisms can serve two purposes: (a) to euphemize language; and (b) to conceal facts. Among the statistics are, among others.

To Euphemize Language

Below are the cases of euphemism functions to euphemize language:

1) *Keduanya adalah tokoh yang sama-sama bersih.* (JP W12 P3)
   Both of them are equally clean figures.

In the line above, the term "clean" is used in a euphemistic manner. When referring to someone who is not involved in legal concerns, the word "clean" is used to soften the

phrase. However, political elites utilize the phrase "clean" as a tool to accomplish their objectives and give the impression that they are not concerned in legal concerns.

2) *Demi keamanan, empat personel KPUD tersebut akhirnya dibawa dan diamankan di ruang Kapolres* (JP W21 P8)
For security reasons, the four KPUD personnel were finally taken and secured in the Police Chief's room.

The word "secured" is used in a euphemistic way in the previous statement. The terms "secured" and "detained" have the same meanings. Nonetheless, the meanings of these three terms vary. Compared to the terms confined or imprisoned, the word secured in the statement above has greater emotional meaning. By doing this, the threat to imprison or detain someone is meant to be softened. taking care to avoid embarrassing oneself or bringing the party in question into disrepute.

3) *Khusus yang dimusnahkan sebenarnya surat suaranya bagus, tapi kondisinya salah.* (JP W3 P4)
The burned ones had good ballot papers but were in poor shape.

The line above employs euphemism when it uses the term "the condition is wrong." This phrase is used to conceal the true incident—that is, the numerous flaws in the voting papers—in order to conceal the facts. Taking into account that readers and listeners are not concerned about the news.

4) *Hanya saja, untuk memberantas penyakit masyarakat itu, Sutiyoso minta dilakukan secara realistis dan bertahap.* (JP W16 P 7)
However, to eradicate this social disease, Sutiyoso asked that it be done realistically and gradually.

In the line above, the term "social disease" is used in a euphemistic manner. This expression is used to mitigate remarks about socially unacceptable behaviors, such casinos and vices that are deemed excessively extreme. Taking into account that readers and listeners are not concerned about the news.

5) *Menurut penulusuran koran ini diketahui beberapa DPD mengaku menerima gizi dari seorang peserta konvensi.* (JP W26 P2)
According to research in this newspaper, it is known that several DPDs admitted to receiving nutrition from a convention participant.

The language above uses a euphemism when it refers to "receiving nutrition." Though it means something different, the expression "receiving nutrition" has the same connotation as "accepting bribes." In terms of flavor, accepting bribes is less important than acquiring nourishment, as stated in the previous statement. In order to ensure that those who hear it are not insulted, this is meant to soften it.

To Conceal Facts

Not only shoftening the language, euphemism can also be used to conceal facts, such as below cases:

1) *Buktinya banyak masyarakat pemilih yang tidak bisa menggunakan haknya karena tidak mendapatkan kartu pemilih.* (JP W5 P5 K2)
The proof is that many voters cannot exercise their rights because they do not get voter cards.

The line above uses euphemism when it refers to the inability to exercise one's rights. The true meaning of this clause, which is the number of persons who are unable to vote for various reasons, is hidden in an attempt to conceal the truth. Keeping in mind that readers and listeners are not concerned with the news.

2) *….Amien menyatakan bahwa umat Islam di Indonesia yang mencapai 180 juta belum mendapatkan kebahagian di dunia….(*JP W24 P4)
….Amien stated that the 180 million Muslims in Indonesia have not yet achieved happiness in the world….

In the passage above, the phrase "not having achieved happiness in the world" is used in a euphemistic manner. The purpose of this clause is to conceal the true meaning, which has to do with the vast number of people who remain deprived, in order to hide the facts. Keeping in mind that readers and listeners are not concerned with the news.

Discussion
Euphemisms in News Discourse about Elections
Politics in the Context of Elections

Elections, according to Aytan et. Al. (2021), are a political tool used to actualize citizens' goals and desires. Election legitimacy, the establishment of political representation, the movement of political elites, and political education are the four most significant roles that elections play. The purpose of general election activities is not limited to choosing representatives of the people to sit in deliberative/representative institutions or to build a new nation according to the ideals of a new period. On the other hand, the people's conscience is expressed through the representatives they elect, who then carry out the will of the people. This implies that citizens use elections as a tool of control over those in positions of authority.

Elections and the political system are therefore tightly intertwined. Thus, it is believed that the political system is tied to the news discourse surrounding elections, which presents hidden (symbolic) truths about circumstances and conditions (such as security, ethics, etc.) or uses language as a tool to express ideas. By employing euphemistic language, it can be said that this language is rich of varied political elements (Golubeva, 2023).

Euphemisms and the hierarchical system—the arrangement of linguistic levels—have a big impact on the language that politicians use. As a result, there is a lot of meaning blurring or poor communication of the intended meaning to the reader or listener. Therefore, precise and concise language is required for seamless communication that the recipient or listener can understand.

In keeping with this description, Kadoory & Mugair (2021) state that clear, objective, concise, and easily understandable phrases must have terms that accurately convey the intended meaning when employed in political discourse. Political language selections need

to be well thought out. Therefore, a politician's intended message may not be conveyed if words with wrong connotations are used. Because poorly constructed sentences make it harder for the reader or listener to understand them and can even be unclear or have ambiguous meanings.

Unlike Ashari's (2023) assertion, political language makes reference to human beings. Political language is therefore distinguished by its willingness to offer logical accountability to the general public or other individuals. Political language is also public language. This indicates that political discourse speaks to shared interests rather than personal ones. Because the common interest serves as the foundation for political language rather than absolutes, it must be open, reasonable, and rational.

Political language is essentially the same as ordinary language, which is the same as language in general. The discussion of political subjects is the only thing that differs. A news discourse's political theme may include political events, occurrences, and information. For instance, during DPR/MPR meetings, election campaigns, political figures' defections, and so forth.

The Use of Euphemisms in Election Discourse

Euphemisms are frequently employed in communication practice, particularly in news discourse concerning elections. But given the euphemistic character of euphemism, it appears that their usage in general election news has crossed a line and become uncontrollable. In the meantime, euphemisms that have been coerced by political elites to convey various political signals are common (Terry, 2020).

There is a lot of use of euphemisms in language in the lead-up to general elections. This euphemism appears to remove ideas and perceptions that might be harmful to activists and to present a positive picture to the general public (Allan & Burridge, 2014). Thus, euphemisms are employed to soften language and conceal harsh information that may have an impact on the activists personally.

Thus, political elites stand to gain from the use of euphemistic language; that is, by employing specific language styles or ways of processing language, they can accomplish their objectives. Certain literary devices can be employed subtly to sway readers' opinions, undermine the arguments of opponents of a cause, and even persuade them (Hadiwijaya, 2019).

The use of euphemisms in language to convey facts or messages during a campaign, together with future intentions or promises, can be considered linguistic violence. The public's sympathy is the only reason for doing this. Therefore, rather than serving the interests of everyone, the propensity to develop language has been designed for individual purposes (Ristiyani et.al, 2023).

Conclusion

Based on the results of the analysis, it can be concluded that the use of euphemisms in news discourse about the election in the daily Jawa Pos in November 2023 is as follows. Types of Euphemism in Election-Related News Discussion, Based on the research findings, it is evident that a type of euphemism in the form of a basic word—clean, for example—that has not undergone morphological processing is present in the news discourse on the election in the daily Jawa Pos in November. Additionally, as a result of the affixation process, new words can also be generated, such as proposed and secured. There is euphemism in the form

of phrases, as evidenced by the euphemism used in news reports regarding the election. The most common usage of this word is as a euphemism, which is designed to highlight something else entirely, such absent parliamentary candidates or social evils. Euphemisms can take the shape of a clause with two or more words that serve two purposes, such as pleading with someone to quit their job.

The Significance of Euphemisms in News Conversations Regarding Elections. Based on the study's findings, it can be said that when euphemisms like "clean" or "the clogs are gone" are used in news reports concerning elections, they typically carry significant meanings for the listener. Euphemistic interpretations are also employed to change the connotations of words that are frowned upon, such as "to be secured" and "to urge...to resign from office."

The Use of Euphemisms in Election-Related News Discussion. Based on the research findings, it is evident that euphemisms, which serve to improve language, were used in the news discourse around the election in the daily Jawa Pos in April 2004. Political elites exploit this linguistic polish for their own gain as well as for specific goals. In order to keep unpleasant truths or occurrences hidden from the general public, euphemisms are also employed for this purpose.

References

Allan & Burridge. (2014). *Euphemism and Dysphemism*. Oxford: Oxford University Press.

Apriliani, I.A. (2024). Makna dan Peran Eufemisme dalam Opini Surat Kabar Kompas Edisi 1-31 Oktober 2019. *Sajak: Jurnal Penelitian dan Pengabdian Sastra, Bahasa, dan Pendidikan, 3(*1).

Ashari, A.A. (2023) The form of eufemism in Jawa Pos newspaper column in 2023. *Jurnal Disastri, 5(*2).

Aytan, A., Aynur, B., Hilal, P., Aytac, E., & Malahat, A. (2021). Euphemisms and dysphemisms as language means implementing rhetorical strategies in political discourse. *Journal of Language and Linguistic Studies, 17(*2)

Golubeva, T. (2023) Novel veiling and concealing euphemisms in political discourse A relevance-theoretic perspective. *Pragmatics and Society, 14(*4)

Hadiwijaya, M. (2019). A SEMANTIC ANALYSIS ON THE ENGLISH TRANSLATION OF SURAH LUQMAN. *Journey: Journal of English Language and Pedagogy, 2*(1), 53-59

Kadoory, O. A. & Mugair, S. K. (2021). A PRAGMATIC STUDY OF EUPHEMISM AND DYSPHEMISM IN DONALD TRUMP'S POLITICAL SPEECHES. *PalArch's Journal of Archaeology of Egypt / Egyptology, 18(*10)

Kurniawati, H. (2018). EUFEMISME DAN DISFEMISME DALAM SPIEGEL ONLINE. *LITERA, the International Journal of Linguistics, Literature, and Their Teaching, 10(*1)

Van Dijk, T. A. (2013). *Knowledge and News* : Paper For The Cuademos De Filologia (Valenci), February. University Pompen Febra. Barcelona.

Van Dijk, T. A. (2004). *Ideology and Discourse Analysys*: (Ideology Symposium Oxford, September 2004. Universitat Pompeu Febra. Barcelona: Teun at Discourse-in Society.org

Puspitasari, F., Sumarwati, S., Suryanto, E. (2019). PEMAKAIAN EUFEMISME DALAM SURAT KABAR SOLOPOS. *Basastra: Jurnal Bahasa, Sastra, dan Pengajarannya, 7(*2)

Ristiyani, Rokhman, F., Rustono, Pristiwati, R. (2023). A Meaning of Dysphemistic and Euphemistic Spoken by Indonesian Politicians . Journal for ReAttach Therapy and Developmental Diversities, 6(7s), 451–463

Sari, R. W. , Winarti, M. , Darmawan, W. (2021) PERKEMBANGAN SURAT KABAR DALAM PUSARAN POLITIK: KAJIAN SURAT KABAR SINAR HARAPAN 1961 – 1986. *Factum: Jurnal Sejarah dan Pendidikan Sejarah, 10*(2)

Terry, A. (2020). Euphemistic dysphemisms and dysphemistic euphemisms as means to convey irony and banter. *Language and Literature: International Journal of Stylistics, 29*(1)