

CHAPTER I

INTRODUCTION

This chapter provides five prominent sub chapters, namely background of the study, statements of research problem, objective of the study, significance of the study, and limitation of the study. All of the chapters are important to be discussed as the introduction of the study. The following are description of the sub chapters.

1.1 Background of the Study

It is commonly accepted that human culture, social behavior and thinking are three interrelated notions that cannot exist without languages. As a means of human communication, every language conveys its social and national identity as well as the norms of behavior, ethnic and cultural values of the given language community. Without any doubts, ideas, notions and feelings are universal but the way the society or community describes them in different and unique ways. There are a lot of ways to express our feelings to other people.

People have various emotion and feeling such as happy, sad, disappointed or even furious. Those feeling and emotion sometimes need to be expressed to make spacious feeling. Furthermore, the use of language sometimes is out of controlling and it potentially breaks the cultural boundaries while the language is being uttered. The appearance of slang languages that influenced by advance era and globalization has already triggered people to use language out of control. In

order to avoid bad impression during conversations, euphemisms are employed to convey the information or ideas in a good impression.

Euphemism stands as something which is inseparable with languages. Therefore, euphemism plays a crucial role in enhancing better understanding about transmitting information through feeling, especially in rough feeling like anger or madness in an acceptable words. Further, euphemism is etymologically taken from the Greek *eu* which means good and *phemeoo* which means speaking. So, euphemism means speaking with a polite or smooth word, which infects a good impression. In some cases, taboo word or frightening expression can be the sources of worst conversation among two parties and it can leave a bad memories among them. Euphemism is alternatively used to convey inappropriate expression in order it sounds more polite and might avoid the possibility of disgracing for the interlocutors. Moreover, Allan and Burrridge (1991: 11) defined that euphemism is the use of a term by replacing the expressions that are not appropriate to avoid the possibility of disgracing the interlocutor or third parties (which are listening).

The euphemism is widely used in communication, newspaper, television, social media, speech, and movie. The implement of euphemism is found a lot in the movie that represents real life. One of movies that contain euphemism is *The Grand Budapest Hotel* movie. The euphemism is found a lot in the characters' utterances, narrations and prolog within *The Grand Budapest Hotel* movie. The movie describes the cultures and societies in Nebelsbad in time 1932. It prominently tells the story of Monsiour Gustave and his lobby boy named Zero. This movie shows the loyalty of Monsiour Gustave in controlling and managing

the Grand Budapest Hotel with all of his heart. Monsiour Gustave fully puts his attention to the hotel, he is assisted by a young lobby boy named Zero. Zero always gives the best service for Gustave as his employer. Zero puts all his loyalty to Monsiour Gustave and to the hotel.

The Grand Budapest Hotel movie belongs to an interesting one to analyze euphemism. It exhibits an important issue about the uses of euphemism which is related to the linguistics field. The issue has attracted the writer to conduct this analysis and perform an empirical research as the response toward the issues. *The Grand Budapest Hotel* movie was released in 8 Februari 2014. The movie is directed by Wes Aderson and the script is also written by him. The movie conveys the essence of loyalty and the life around hotel management, it has amazingly attracts viewer a lot.

The following example appears how euphemism is employed in *The Grand Budapest Hotel* movie. It occurs when Madame begs M. Gustave accompany her. See the short dialogue below

Madame	: I'm frightened
M. Gustave	: of what?
Madame	: I feel this may be the last time we ever see each other.

A dowager countess becomes one of guests in the Grand Budapest Hotel. She is called Madame. She loves Gustave so much. Gustave is a staff of the Grand Budapest hotel. Gustave accompanies Madame as long as she stays in the hotel. She wants Gustave accompany her because she worries so much to her condition. She frightens to die without Gustave beside her. She talks in a gravely, serious and urgent whisper when she tries to invite Gustave to go with her to Lutz.

She conveys her feeling by saying *I feel this may be **the last time***. She utilizes the noun phrase *the last time* that replaces the expression *die* in order to avoid Gustave feel unpleasant for her condition. The noun phrase *the last time* is categorized euphemism because the noun phrase *the last time* replace *die*.

In line with this study, there have already been six of valuable studies of euphemism conducted. The first research was conducted by Avrianti in 2014. She used theory proposed by Warren (1992) in analyzing the type of euphemism, and Ulmann (1962) for analyzing the motives. The second research was written by Agfarinnisa (2015). She analyzed the types and motives of euphemism are used by the announcer and presenter of Insert Indonesia infotainment Trans TV. The third research was carried out by Prasetyo and Widyastuti (2014). They focused on Obama's utterances in winning the political debate 2012. The fourth research was written by Saputra (2017). His research was to find out euphemism phenomena in CNN online newspaper and give an understanding about euphemism especially in the types of euphemism and the functions of euphemism in the CNN online newspaper. The fifth research was conducted by Yohana Sari (2007). This research aimed to describe the meaning relation and semantic change that happen in euphemistic expression that found in film *American Pie 5*. The sixth research was written by Uci Nuril Musfiroh (2013). She analyzed the types and the motives of euphemism used by President Barrack Obama in his first Inaugural Address.

. It can be seen none of those previous studies provide discussion about euphemism in *The Grand Budapest Hotel* and the euphemism theory proposed by Nichol (2018). Therefore, this study is crucial to be conducted.

1.2 Statement of the Research Problem

To make analysis easier, the following question are formulated:

1. What are the types of euphemism used in *The Grand Budapest Hotel* movie?
2. What are the functions of euphemism in *The Grand Budapest Hotel* movie?

1.3 Objective of the Study

Based on the statements of the problem above, the objectives of this study are formulated as follows:

1. To analyze the types of euphemism used in *The Grand Budapest Hotel* movie.
2. To explain the functions of euphemism that found in *The Grand Budapest Hotel* movie.

1.4 Significance of the Study

The significances of this study are to give contributions both theoretically and practically usage. Theoretically, the writer hopes that the results of this study contributes to better understanding about conversation strategy, especially which concerns on types of euphemism and their functions. The writer also hopes that

this study is capable of becoming the current reference for readers who are interested in analyzing euphemism.

The writer hopes that this study does not only give benefit theoretically for students of English Department and all readers. However, they are also able to benefit this study practically to be base knowledge in performing euphemism to write a text or to communicate each other in daily communication in order to avoid offensiveness.

1.5 Scope and Limitation of the Study

This study analyzes the types of euphemism and their functions that performed by characters in *The Grand Budapest Hotel* movie. The scope of this study is pragmatic analysis that concerned on the types of euphemism proposed by Nichol (2018) and their functions proposed by Allan and Burridge (1991).

In order to set a better focus, this study limits the characters' utterances in the movie. This study only focuses on the characters' utterances which consist of the types of euphemism and their functions. In addition, the limitation gives better ways to the writer in establishing direct study.