

CHAPTER I

INTRODUCTION

This chapter explains about introduction, research question and problem of the study, objective of the study, significance of the study, scope of the limitation of the study, and definition of the key terms.

1.1 Background of the study

Every country has language to communicate each other in society. Communication without language is nothing, but in some case language is not just verbal communication, but also non-verbal communication for mute person from infant. The conversation is a key from minor thing to major thing in real life. Language is tool for communication person to person.

Euphemism is indirect words and speech expression that discomfort for listener from what speakers says. Euphemism is very common in our life, usually in informal forum or easy conversation. In some cases, people who use the euphemism is a honorable people for understandable speech for other people. In Indonesia, Euphemism is so many to utter, adult, teenagers, until children use euphemism to make easy conversation for listener.

Usually, Euphemism is a figure of speech commonly used to soften the word or phrase than before. Euphemism is usually related to main word concept which are uncomfot words to utter. Euphemism refers to figurative language design to

replace other words which impolite, harsh and unpleasant. For example klingons (crack addicts)Burridge, (2012).

The function of euphemism is to protect the speaker or all of the above from possible effrontery and offence. This offence may occur in the broaching of a taboo topic, e.g. religion or death, or by mentioning subject matter to which one party involved may be sensitive, such as politics or social issues. In order for communication to progress smoothly and without conflict, accommodations are continually, and often subconsciously, made. According to (Warren, 1992) Interpretation varies according to context, in example whether the speaker means the term to be euphemistic, and the hearer interprets it in that light. Euphemism protects the speakers to change the words with same meaning but the listeners hear with clear words and it depends on context.

Euphemism is used to make accord and make conversations pleasant and soft. In social communication, euphemism is important to create harmonious interaction. Using euphemism is key factor for speaker also to use taboo for smoothly conversation by speaker to hearer as alternative conversation.

Very broadly, Euphemism is to protect the speaker or writer, the listener or reader from possible effrontery and offence. According to (Linfoot-ham, 2005) Euphemism exists in every single our little life. They are exist in magazine, newspaper, a book, television and everything in our life that followed by language. Euphemism is as a thing to delivered utter for people clear and smoothly even though it offense the object. In some cases example, Jakarta Post used euphemistic to deliver news on newspaper: “Jakarta Post, Thursday 3rd April 2008 “Pedophile

suspect to be sent home”. Jakarta Post delivers the newspaper and used euphemism in word of “sent home” that meaning is sent the pedophile to his country.

Based on Burrige (2012) The euphemistic is dishonest when speakers utters in some meaning, sometimes it refers to taboo that can acceptable and it is not offense the listener or the 3rd person who listen it too. Euphemism avoids the real meaning and people use it in indirect meaning but it does not give another meaning. The Euphemism also will not offense the listener by using soft vocabulary but tough meaning.

In Indonesia, there are many community which use Euphemism for daily conversation each member, especially Scooter Community. Usually the use of Euphemism is used by not honorable person. From government side until honorable religion side are the honorable people in among of society. In Madura there are so many honorable person which are from religion side until government side. The ways people use euphemism is to make good relation to the hearer or listener. By using euphemism, taboo words could be positive meaning in public without offending the other people, then the listener smoothly hearing.

The writer determines analyze euphemistic expression in Fringe people or Scooter Community as the data for this research. There are two reasons why the writers choose Scooter community. The first, the members spoke euphemism expression when they utter in social activity. The example of Scooter Community members in Bangkalan.

The second, this study is to analyze the using of euphemism expression based on the data that Scooter Community utter the euphemistic expression. Then

it is conducted by another writer with same topic of euphemism in previous studies. The example is in previous studies. A Study of Euphemism in Jakarta Post by Laili Azkiyah (2008) obtained the data from news media.

The aim of this research is to analyze the utterance member of Scooter Community in Bangkalan by using euphemism expression. Then the writer analyze the euphemism because the using of euphemism is very often to use with the society as a figurative language among of society. The members of Scooter Community in Bangkalan use the euphemism for manipulate or dishonest meaning from outsider and they do not join their community. The writer also found the device of euphemism expression and function euphemism for teenagers of Scooter Community in Bangkalan. There is used Kate Burridge (2016) method to analyze the utterance of Scooter Community in Bangkalan.

The writer choose this topic for analyze euphemism in Bangkalan especially in members of Scooter Community who have euphemistic expression that they usually use their community or their friend as the data for this research. The writer applies this topic because the euphemism is very wide in our society, and the teenagers use euphemism to manipulate the real meaning for it is not offense the listener or third person. Euphemism is very often if we hear in our society and finding euphemism in among of conversation is also easy too.

Thus, the euphemistic expression is interested for the writer to analyze because they use euphemistic to hold the real meaning from other listener by change the words. They do not want the other listener hear and feels offended when they

say in taboo words. The other way, they use euphemism to switch words from the real meaning.

The writer chooses Scooter community because they do not far from marginal life and more often in the road. From take coffee together, or playing music until go to Reggae music fest together. So their life is not far from road life. They are also sharing the food and beverage with children or person who life in road, for the examples are Punk, homeless, children employed. Then because Scooter Community is not far from them, they also use the euphemistic expression to avoid offensive words from other listener. Scooter community also use euphemistic expression to express taboo utters when they are in take a cup of coffee together.

1.2 Research Questions of the study

Related of the background and rationale above, the study tries to investigate the following problem

1. What do the type of euphemism strategies apply by Scooter Community's members in Bangkalan?
2. Why do they use euphemism strategies in Scooter Community's members in Bangkalan?

1.3 Objectives of the Study

Based on Research Problem above, the objective arranged the study as follow :

1. To find what the type euphemism strategies applied by members of Scooter Community in Bangkalan.
2. To explore and found the reason of they use euphemism strategies.

1.4 Significances of Study

This study is expected to obtain the meaning of euphemism expression in Scooter Community in Bangkalan speech in among of people as a closely friendship and partnership each other while utter the euphemistic expression. This study also expected to give understanding of euphemism expression that live among of society. Euphemism accepted in among of society as closer chatting between speaker and hearer on conversation.

The aim of this study assist the reader in analyzing euphemistic expression in Scooter Community in Bangkalan Madura as fringe community in Madura and it is very shunned among of society. Euphemism also as alternative ways to the reader for comprehend euphemism expression. The writer hopes this study will be advanced by the others which has similiar topic. Further, this research will be employed as additional reference both of readers or next writers who has similiar topic to do and advanced this research.

1.5 Scope and limitation

This study is on the field of Sociolinguistics which focus of Euphemism expression. This research uses theory of Kate Burridge (2012) and Warren (1992) that applies in this research. This study analyzes the utterance of Scooter Community members in euphemism expression to fulfill the research and data. Burridge (2012) proposed the theory and delivered some types of euphemism expression then will analyze by using Scooter Community person.