

ABSTRACT

Maisurah. 10.05.1.1.1.00049. *A Study Of Politician's Euphemism In Political Column In The Jakarta Post During The General Election In 2014.* Thesis. English Study Program of the Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisor: Iqbal Nurul Azhar, SS., M.Hum.

The study focuses on euphemism in The Jakarta Post articles published during the general election in 2014. This study aims to find out the types of euphemism and the functions of language used by politicians which are found in the news articles in The Jakarta Post published during the general election in 2014. The data is analyzed and classified based on euphemism theory which is proposed by Allan and Burridge and also the theory of the functions of language which is proposed by Geoffrey Leech. The objectives of this study are to find out and to identify of the types of euphemism and the functions of language which are frequently applied by politicians in the news articles.

The design of this research is qualitative method. The sources of the data are some news articles in The Jakarta Post. The data are the words and phrases produced by politicians which contain euphemism. The method that is used to collect the data is content analysis.

The findings of her study show that politicians use euphemism during their campaign. There are some types of euphemism found in the campaign, for example: semantic shift, metaphorical transfer, litotes and understatement. There are also four functions of their euphemism that are found in this study, they are: the informational function, the expressive function, the directive function, and the phatic function. When politicians communicate with others, they use euphemism in order to avoid bad connotations.

Keywords: Euphemism, Functions of Language, Semantic.