

CHAPTER I

INTRODUCTION

This chapter discusses some initial parts of this thesis; background of the study, problems of the study, objectives of the study, significance of the study, and scope and limitation of the study.

1.1 Background of the Study

Language is a system of communication learned and used by human being in human life when they are speaking and writing. Language is used to express human's idea in order to make the other people can understand what they are speaking. Basically, language is some expression of human's mind by using statements. While the statements are the result of human's ideas. Thus, human's idea applies from their statements in language as the best practice to develop the ability of thinking.

Communication are divided into two types, spoken communicate and written communicate which used language to interact in order to express the ideas, feelings, and emotions. In daily life, people communicate each others by language. When people interact, they always keep the relationship in order to develop a good response with their interlocutors. People will consider the prevailing norms in environment where they talk. By prevailing norms, interact will be more effective and it will make harmony between speaker and listener. By making a good harmony, it helps people to develop their politeness. Politeness in any language is the characteristic of high civilized society. Therefore, to express

the politeness, sometimes people replace bad language with the soft one and also minimize the offense to keep a person's face.

Euphemism is one of ways to get a good impression. For example, in political news; There is a sentence "*There is a bribe. That can be overcome*". The word *bribe* is similar to *corruption*. The politicians use that word and the word is quoted by journalist in political news in order to avoid bad connotation when the readers read the news.

In politic, euphemism usually occurs not only in oral communication but also in written text like headline, news, columns of newspapers or magazines. In this era, there are many interesting news that can be found on political and social media. Mass media are trying for giving the best service to present actual news that can be accepted very well by society. There are many kinds of mass media such as Kompas, Jawa Pos, Republika, The Jakarta Post, Tempo, Time, Sindo, Liputan 6 and others.

The writer chooses The Jakarta Post as the source of data for some reasons. First, The Jakarta Post Newspaper uses euphemism in its news tangibly. Second, The Jakarta Post is the first national daily newspaper presenting news in foreign language, which is English language. Based on the two previous considerations, the writer takes politics column of The Jakarta Post to be the source of data. Furthermore, in that column, much information are found about hot issues in Indonesia that highlight the general election, which consist of many types of euphemism and functions of language used in euphemism and the last, politician's utterance is taken from the news article that contains euphemism.

Actually, there are previous researchers who have already conducted similar types of research that uses euphemism. For example Any Mazidah (2005) and Fadli Prayogi (2008). Both of them, studies euphemism in newspaper. But the writer takes different source of data newspaper, that is *The Jakarta Post*, focuses on the general election in 2014.

1.2 Statement of the Problems

In line with the background of the study described above, the writer tries to describe politician's euphemism in political column in *The Jakarta Post*. More specifically the main questions are formulated as follows:

1. What are the types of politician's euphemism in political column in *The Jakarta Post* during the general election in 2014?
2. What are the functions of language used by politician's euphemism in political column in *The Jakarta Post* during the general election in 2014?

1.3 Objectives of the Study

The objectives of the study are:

1. To find out the types of politician's euphemism in political column which found in *The Jakarta Post* during the general election in 2014.
2. To identify the functions of language which used by politician in political column in *The Jakarta Post* during the general election in 2014.

1.4 Significance of the Study

The writer hopes the results of this study can give a valuable contribution both theoretically and practically. Theoretically, this study gives some important values in knowledge development. Particularly, the readers who expect to recognize one of the goals of language spoken or politeness related to euphemism. In others words, this study help the reader to reveal that there are thousands of potential texts can be analyzed using particular methods. Practically, this study gives some understanding in using English language in daily interaction among people, especially when communicating with others using euphemism or subtle words. Furthermore, this study helps other researchers who are interested in similar topic.

1.5 Scope and Limitations of the Study

This study emphasizes on the analysis of euphemisms which are taken from the news article of political issues in Jakarta Post. Therefore, the scope of this study is semantic that concerns with the meanings of euphemisms which are found in the news article of political issues in Jakarta Post during general election in 2014. The writer analyzes euphemism that is applied in The Jakarta Post during the general election in 2014 that is taken in news articles about political issues based on euphemism theory. This study is taken The Jakarta Post from March 1st up to July 31st 2014 because in these periods there are some hot issues occurred, especially in the general election.