

CHAPTER I

INTRODUCTION

This chapter explains the background of the study, problem of the study, objective of study, significances of the study, scope and limitation of the study, and definition of the key terms.

1.1 Background of the Study

Euphemism has different expression in each place. People often use it to trick problem how to talk in different contexts about words or phrases that they prefer not to be spoken unrestrainedly in prevailing context. It helps us in manipulating taboo language to proper language.

Euphemism is used in certain communications. It can be found in our daily life communication when we want to convey information in safe zone area in certain cultures. Each culture may have different ways in uttering euphemism. The existence of euphemism is frequently to keep good relation to the hearer. By using euphemism, taboo words can be declared positively in a public without offending others, and listener is able to listen it with smoothly-hearing. By using euphemism, it can be a way to be neutralize for pleasant language. So, euphemism is an alternative way to manipulate taboo word can be express to the hearer, as we call as euphemism. example, *lobhâng ajhâlân [hole running]* refers to *women's genital*.

In interacting with people, we tend to influence listener to do what we assert. In particular situation, occasionally we cannot say that word frankly to the listener,

because it makes them uncomfortable. So, euphemism can be used in this situation. According to Keith (2006) euphemism as an alternative way to a dis-preferred expression, in order to avoid possible loss of face. Either one's own face or, though giving offense, that of the audience, or of some third party.

Euphemism is an art to modify impolite word become good-hearing through the hearer. Wardhaugh (2006) states that euphemism is endemic in society. We are constantly renaming things and repackaging to make them sound better. As kind of this, *lake' andi' bilebbi* (man has surplus) which means man has genital.

Euphemism is something common in this life. Euphemism gets various expressions in each culture base on their characteristic, each culture has own characteristic in expressing euphemism. KH. Sattar gets used to attract the audience by using euphemism. He also gets used to convey euphemism in delivering his speeches in order to make audience can laugh. He has own characteristic in delivering speeches to the hearer. Thus, his speech is not awkward.

The writer chooses KH. Sattar because several reasons. First, KH. Sattar frequently uses euphemistic expressions in his speeches. Second, he gets used to manipulate taboo words become euphemistic expressions. Thus, the audience can understand easily his speeches.

The writer determines to analyze euphemistic expressions in KH. Sattar's recitation speeches because two reasons. First, there are some euphemistic expressions can be found in his speeches which are appropriate with theory chosen by writer. Such as, *berangkat ka sukabumi* (go to sukabumi) for pass-

away. It is found in KH. Sattar's recitation speech which indicates as euphemistic expression. Certainly, it is suitable with theory of device of euphemism proposed by Burridge (2012), who proposes metaphor which means comparing things which are essentially unlike, and different from its literal meaning.

Second, this study is useful in analyzing euphemistic expressions in recitation speeches. There are two related studies which have conducted by other researchers. A study of euphemistic expression used in Time Magazine by Novianti (2017). Then, a study of politician's euphemism in political column in the Jakarta Post during the general election in 2014 which has conducted by Maisurah (2015). Neither are study of euphemism in magazine and newspaper.

Therefore, the writer is interested in analyzing Euphemistic expressions in KH. Sattar's recitation speech. Then, the writer finds the devices and functions of Euphemistic expression which are used by him.

1.2 Statement of the research problems

Along with research, the writer arises these questions as research problems:

1. What are the devices of euphemistic expressions used by KH. Sattar in recitation speeches?
2. What are the functions of euphemistic expressions used by KH. Sattar in recitation speeches?

1.3 Objective of the Study

Along with statement of research problems above, the aims of this study are:

1. To explain the devices of euphemistic expressions used by KH. Sattar in recitation speeches.
2. To explain the functions of euphemistic expressions used by KH. Sattar in recitation speeches.

1.4 Significance of the Study

This study hopes to give theoretical and practical contributions. Theoretically, the findings of this research are expected to contribute in understanding euphemistic expressions, and this research is able to make students easier to comprehend euphemism in Madurese speeches. Because, understanding euphemism helps us to understand what speaker intends to deliver.

Practically, the aim of this research assists reader in analyzing euphemistic expressions. At once, it also becomes an alternative way to the reader in comprehending euphemistic expression, especially in Madurese speeches. I do hope they comprehend euphemistic expressions and familiar in facing euphemistic expressions in recitation speech.

1.5 Scope and limitation of the study

The research study is in field of semantics focus on euphemistic expressions applies one theory. The theory which is applied in analyzing devices of euphemism are proposed by Burrige (2012) who proposes devices of euphemism into sixteen devices, and the second theory analyzes the functions in euphemism which is also proposed by Burrige (2012) which defines functions of euphemism into six functions. Furthermore, the limitation of this research is euphemistic expressions which are found in KH. Sattar's recitation speeches.