

The Use of Euphemism on the Talk Show “*Seteru Luhut vs Haris*”

Alika Sandra Hasibuan¹, Resi Syahrani Tausya², Lusiana Sinaga³

^{1,2,3}Universitas Sumatera Utara – Medan, Indonesia

Abstract. This study aims to describe the use of the types and meanings of any euphemisms contained in Najwa Shihab's talk show entitled "*Seteru Luhut vs Haris on Mining in Papua*". This study uses a qualitative descriptive method with a semantic approach. The data source in this study was a YouTube rebroadcast of Najwa Shihab's talk show entitled "*Seteru Luhut vs Haris on Mining in Papua*". The data analysis technique used is data reduction, data presentation, verification and conclusion. The results showed that there were seven types of euphemism, namely: flippant type, remodelling type, figurative expression type, circumlocutionary type, term borrowing type and jargon type. In addition, two euphemistic meanings are contained in the video: a conceptual meaning which contains utterances or messages based on the concept and associative meaning, which contains meanings that do not refer to objects, body parts, and events.

Keywords: Euphemism, talk show, *Seteru Luhut vs Haris*

Received: 23 October 2022 | Revised: 7 November 2022 | Accepted: 17 December 2022

1 Introduction

The use of language in communication is not only a channelling of a message in the form of ideas, thoughts, ideas and feelings through language. However, in communicating, it is also necessary to pay attention to the norms that apply in speech, gestures or choice of words. In the current era, YouTube is one of the social media that has the most users in Indonesian society, ranging from public figures to ordinary people. This is because apart from being a forum for conveying aspirations, YouTube also contains various information [1]. However, in conveying aspirations or messages, one must also pay attention to norms or rules in communicating, whether in speech, gestures or choice of words. The language spoken by the community has different characteristics. The language used by educated people differs from that used by uneducated communities. Choosing the right words to communicate or speak will create the impression of politeness and mutual respect [2].

*Corresponding author at: Universitas Sumatera Utara – Medan, Indonesia

E-mail address: hasibuanalिकासandra@gmail.com

Conversely, using bad words will cause dislike, offence and disrespect. Therefore, as civilized humans, we choose and use words that can disguise and soften words that are considered rude, dirty and inappropriate. In this case, YouTube contains much content ranging from reconciliation to controversial ones. One of the Youtuber figures and public figures who have published a lot of controversial content is Najwa Shihab. One of the controversial content discussed by Najwa Shihab on her YouTube channel is the talk show "*Seteru Luhut vs Haris on Mining in Papua*". This content contains many sarcastic phrases or expressions, so in the field of language, words can disguise and soften words that are considered inappropriate polite, rude and dirty or vulgar is called euphemism [3].

Euphemism can be defined as substituting a lousy term or spoiling a word that could be said to be a harsh word for a more refined word. Euphemism aims to avoid words that can offend others, be it the interlocutor or not [4]. There are several types of euphemisms in language studies, namely (1) figurative expressions, (2) metaphors, (3) flippancy, (4) remodelling, (5) ambiguity, (6) clipping, (7) acronyms, (8) abbreviations, (9) omissions, (10) one word to replace one other word (one for one substitution), (11) general for specific, (12) part for whole euphemisms, (13) hyperbole, (14) understatement, (15) jargon, and (16) colloquial. Based on the phenomenon above, the researcher is interested in examining euphemisms in the talk show "*Seteru Luhut vs Haris on Mining in Papua*". The researchers found in the talk show "*Seteru Luhut vs Haris on Mining in Papua*", namely phrases and idioms.

A phrase is a grammatical unit formed from two or more words that fills one of the syntactic functions as a subject, predicate, object and description [5]. The following is an example of the use of euphemisms in the form of phrases in the talk show "*Seteru Luhut vs Haris on Mining in Papua*".

Speaker	: Najwa Shihab (Host)
Speech	: This issue sparked a polemic that debated the essence critics
Context	: Speech uttered by the host during the Situation dialogue in the opening of the Talkshow program

Phrases that **sparked a polemic** are euphemistic phrases to replace phrases that cause debate.

Idioms or expressions are constructions of language elements that choose one another. Each element has a meaning that exists because it is with the others [6]. The following is the use of euphemisms in the form of phrases in the talk show "*Seteru Luhut vs Haris*".

Speaker	: Najwa Shihab (Host)
---------	-----------------------

Speech : **Democracy is indeed noisy; even if it is silent, it is strange**
 Context : Speech uttered by the presenter during the dialogue
 The situation in the opening of the talk show

Democracy is indeed noisy; even if it is silent, it is strange; it is a euphemistic expression that replaces the expression Democracy. Indeed it is noisy; even if it is quiet, it is strange. Euphemisms cover most human activities in various situations in the family, neighbourhood, school, and discussion forums. This is returned to the person or group involved in the situation.

The function of this euphemism is used to replace or cover words and expressions that are considered taboo, rude and inappropriate. Therefore, this research will benefit other researchers, especially users, by knowing euphemisms' types and linguistic meanings. To find out if a phrase or idiom contains euphemisms, it can be seen from the context, such as the context is formal, so speakers will use role of euphemisms in conveying their aspirations.

The five forms of euphemistic expressions include (1) abbreviations, (2) borrowed words, (3) foreign terms, (4) metaphors and (5) periphrases [7]. The expression functions found are; (1) as a tool to refine speech, (2) as a tool to keep something secret, (3) as a tool for diplomacy, (4) as an educational tool and (5) as a tool to repel the danger. There are 17 data on euphemism and 19 data on dysphemism. The use of dysphemisms in the form of nouns consists of 4 data, euphemisms in the form of verbs contain 13 data and dysphemisms in the form of adjectives consist of 2 data [8]. The two studies both examine euphemisms. The difference between the two studies and this study lies in using sentences containing elements of euphemisms obtained from different data sources. While in this research, the data source was obtained from the rebroadcast of Najwa Shihab's YouTube channel.

2. Method

The method in this study is descriptive qualitative with a semantic approach. The data in this study are in phrases and sentences that contain elements of euphemism obtained from the rebroadcast of Najwa Shihab's YouTube channel "*Seteru Luhut vs Haris on Mining in Papua*", parts 1-4.

The data analysis technique begins with data reduction. In data reduction, the researcher sorts out phrases and expressions that contain euphemisms to mark phrases expressions that contain euphemisms that usually contain foreign terms and are often associated with figures of speech. Then the presentation of the data, presenting the data, the researcher

groups the data according to the type and meaning of the use of euphemisms, and finally, the researcher verifies the data that has been obtained and draws conclusions [9][10].

3. Result and Discussion

Based on the research results, the types and meanings of euphemisms in the video on the talk show data above can be seen as follows:

A. Types of Euphemisms

1. Use of the Flippancy Type

A flippancy type is an expression that produces meaning beyond the statement previously spoken [11]. The phrase in question is a word or sentence that is considered subtle, but its meaning does not match the true meaning of the word or sentence. The following is the use of the type of flippancy in the talk show "*Seteru Luhut vs Haris on Mining in Papua*":

- (1) Speaker : Nurkholis Hidayat (Deputy Director of Hokataru and power of attorney Haris Azhar Law)
 Speech : **The humanitarian crisis** in Papua is severe.
 Context : Speech uttered by deputy director Hokataru.
 Situation, as well as Haris Azhar's lawyer at the time gave a response regarding how important it is for the public to know the facts that are happening in Papua's mines and the condition of the Papuan people.
- (2) Speaker : Najwa Shihab (Host)
 Speech : How can the law be enforced without **silence freedom**
 Context : Speech uttered by the presenter during the dialogue.
 The situation in the opening of the talk show

Data (1) and (2) show that the form of the euphemism expression above is a type of flippancy. This is because there is a subtle expression, but the meaning is beyond the statement used. The phrase **humanitarian crisis** has a real meaning, namely, a situation where human suffering is high, and **silent freedom** means closing or blocking the space for freedom of expression. From this meaning, the flippancy type is intended to hide the true meaning and is still considered polite if it replaces a stern expression.

2. Using Types of Building New Patterns or Expressions (Remodeling)

This type is defined as an expression that appears again with a new version, even though the expression was previously known [11].

- (3) Speaker : Najwa Shihab (Host)
 Speech : This issue **sparked a polemic** that debated the essence of critics.
 Context : Speech uttered by the host during
 Situation dialogue in the opening of the Talkshow program

In data (3) above, "**sparked a polemic**" this phrase is included in the type of remodelling because the public or political experts will assume that an activity that generates fierce debate will result in harm, giving rise to opposing criticisms.

3. Use of Metaphor Types

Just like the definition of metaphor in general, which is a style of language that can change meaning due to linguistic forms that have similar properties between two objects.

- (4) Speaker : Najwa Shihab (Host)
 Speech : **The atmosphere of offence** is getting lighter raised as if we were for each other open.
 Context : Speech uttered by the presenter during the dialogue.
 The situation in the opening of the talk show.

In data (4), euphemistic phrases are included in the type of metaphor, namely an **"Atmosphere of offence"**, meaning that feelings in the form of emotions are out of control. The word atmosphere refers to the gas layer, but it is different if you look at the context of the data, which is more directed to the character of political figures.

4. Use of Figurative Expression Types

Type is a type with the concept of an expression or euphemism that is a symbolic and figurative meaning [11]. The following is the use of figurative types in the talk show "*Seteru Luhut vs Haris on Mining in Papua*":

- (5) Speaker : Juniver (Luhut's Attorney)
 Speech : Don't be arbitrary, don't make it too easy **to make a skateboard**
 that hurt people's good names directly
 Context : Luhut's attorney uttered the speech.
 The situation in a news video footage.

In data (5), the phrase **makes a skateboard** with a figurative or simile meaning can be seen in the word skateboard, a symbolic form of someone who deliberately makes an assumption to defame one's good name.

5. Use of the Circumlocutionary Type

Circumlocutionary type is a type of euphemistic expression that uses a longer grammatical form and has an indirect nature as the statement's core [11]. The following is the use of the circumlocutionary type in the talk show "*Seteru Luhut vs Haris on Mining in Papua*":

- (6) Speaker : Juniver (Luhut's Attorney)
Speech : Don't be arbitrary, **don't make it too easy skateboard that hurt** people's good names directly

Context : Luhut's attorney uttered the speech.
The situation in a news video footage.

Data (6) shows that a type of euphemistic expression has a circumlocutionary type, namely in the form of a phrase, while the meaning is not to draw conclusions or assumptions too quickly, which in the end, can defame other people.

6. Use of Borrowing Types of Terms

This type is one whose expression borrows or is adopted from another language. The following is the use of this type of borrowing term in the talk show "*Seteru Luhut vs Haris on Mining in Papua*":

- (7) Speaker : Najwa Shihab (Host)
Speech : There is a specific **grand design** to defame Good. What's the goal?
Context : Speech in the form of questions uttered by
The host's situation and wants an answer from the party's low power of attorney.
- (8) Speaker : Juniver (Luhut's Attorney)
Speech : Injurious slander **character assassination** name OK Luhut.
Context : Speech uttered by the attorney at the time.
The situation answered questions from the presenter regarding speculation regarding the purpose of the grand design that cornered Luhut.
- (9) Speaker : Nurkholis Hidayat (Deputy Director of Hokataru and
power of attorney Haris Azhar Law)
Speech : This report is very **credible**.
Context : Speech uttered by deputy director Hokataru.
The situation, as well as Haris Azhar's attorney at the time gave a response regarding the issue of invalid data, which they discussed in one of the videos, stated
Luhut's involvement in mining in Papua.

Data (7), (8) and (9) are types of borrowing terms, where the phrase **grand design** has the meaning of the main design in defamation, the phrase **character assassination** has the meaning of injuring slander and **character assassination**, and in the phrase **very credible** it has the meaning **very high quality**.

7. Use of Jargon Types

Type is the type that uses terms that have overlapping meanings with scientific language [11]. The following is the use of the type of jargon used in the talk show "*Seteru Luhut vs Haris on Mining in Papua*":

- (10) Speaker : Juniver (Luhut's Attorney)
Speech : It is said that there is Lord Luhut behind economic relations a
operations. They said that Luhut could say to **play in the mining** in P

- Context : Speech uttered by a lawyer in response to video footage.
The situation that was previously shown.
- (11) Speaker : Asmin (Head of YLBHI and Fathia's attorney Asfinawati)
Speech : In the hands of officials, there is the **authority** that we need to have.
Context : Speech uttered by a lawyer after seeing e
The video clip situation where Luhut reports a case involving his name to the authorities
'everyone is equal before the law'.
- (12) Speaker : Najwa Shihab (Host)
Speech : Previously **there were two subpoenas**, and finally, the police suggested mediation, whether to take the mediation route or **has it been half-hearted, going all the way to court?**
Context : Speech uttered by the presenter during the dialogue.
The situation in the opening of the talk show

Data (10) is an example of a euphemistic expression or **jargon playing in mining in Papua**, which means Luhut is taking advantage of mining in Papua. Data (11) is an example of a euphemistic expression or jargon where there is **the authority that we don't have**, which means that when there is power, there is coercion of a will that we don't have, and data (12) is an example of a euphemistic expression or jargon that has **received two subpoenas** that have meaning that is, they have been given a reprimand or a stern warning twice, and the expression has **been half-hearted, bablas until the court** has the meaning that it has already referred to the court.

B. The Meaning of Euphemism

In the results of the analysis, there are two euphemistic meanings in the video on Najwa Shihab's talk show entitled "*Seteru Luhut vs Haris Regarding Mining in Papua*", namely:

1. Conceptual Meaning

The euphemism expression with a conceptual meaning certainly has a referent and is free from relationships with others [12]. The study results show several conceptual meanings contained in the video clip on Najwa Shihab's talk show entitled "*Seteru Luhut vs Haris on Mining in Papua*".

- (a) Speaker : Nurkholis Hidayat (Deputy Director of Hokataru and power of attorney Haris Azhar Law)
Speech : **The humanitarian crisis** in Papua is severe.
Context : Speech uttered by deputy director Hokataru.
Situation, as well as Haris Azhar's lawyer at the time gave a response regarding how important it is for the public to know the facts that are happening in Papua's mines and the condition of the Papuan people.
- (b) Speaker : Najwa Shihab (Host)
Speech : How can the law be enforced without **silence and freedom?**
Context : Speech uttered by the presenter at the time.
The dialogue situation in the opening of the talk show

In the description of the dialogue above, two phrases contain contextual meaning, namely the **humanitarian crisis** and **the silencing of humanitarian freedom crisis** means a situation with human suffering which is at a high level in Papua and **silencing freedom** means closing and blocking the space for freedom of expression.

- (c) Speaker : Nurkholis Hidayat (Deputy Director of Hokataru and power of attorney Haris Azhar Law)
 Speech : The business **entities** in this data
 Context : Speech uttered by deputy director Hokataru.
 As well as Haris Azhar's attorney at the time gave a response regarding the problem of invalid data, which they discussed in one of the videos, which stated Luhut's involvement in mining in Papua.

In the description above, the phrase **Entities** contains contextual meaning, which means the business leaders in this data.

2. Associative Meaning

In addition to the conceptual meaning, based on the research results, it is also known that the meaning has a relationship between a word and other things that occur outside of language. This meaning is also called associative meaning or meaning that is connotative or not real; besides, the meaning has similarities with the meaning of metaphor [13].

The following data is obtained from the video on Najwa Shihab's talk show entitled "*Seteru Luhut vs Haris on Mining in Papua*", which has an associative meaning:

- (d) Speaker : Najwa Shihab (Host)
 Speech : **The atmosphere of offence** is getting lighter raised as if we were open mutually.
 Context : Speech uttered by the presenter.
 The dialogue situation in the opening of the talk show

At the time of the dialogue in the opening of the talk show. The dialogue above contains an associative meaning, such as an **atmosphere of offence** with no meaning. In essence, the nature of the offence is only attached to humans; in this context, the atmosphere or layer refers to aspirations or opinions.

- (e) Speaker : Juniver (Luhut's Attorney)
 Speech : Don't be arbitrary, don't make it too easy **skateboards** that hurt people's good names.
 Context : Luhut's attorney uttered the speech.
 The situation in a news video clip.

In the description above, there is a phrase skateboarding, which means perception that directly injures people's good name. When viewed from an associative or untrue

meaning, skateboarding generally injures the human body or body, but the meaning is different in this context.

4. Conclusion

From the discussion above, researchers can draw two conclusions as follows: (1) There are seven types of euphemisms contained in Najwa Shihab's talk show entitled "*Seteru Luhut vs Haris on Mining in Papua*", namely: Type of Flippancy, Building a New Pattern or Expression (Remodeling), Type of Figurative Expression, Type of Circumlocutionary, Type of Borrowing Terms and Types of Jargon. (2) There are two euphemistic meanings in Najwa Shihab's talk show entitled "*Seteru Luhut vs Haris on Mining in Papua*": conceptual meaning is the meaning of having a referent. It is free from relationships with others, and associative meaning is a meaning with a function that is the same as the connotative meaning or meaning that is not true.

REFERENCES

- [1] Ramlan and T. Lubis, "Coffee Shops Naming in Aceh: An Anthropolinguistic Approach," *J. Anthr.*, vol. 3, no. 1, pp. 40–46, 2022.
- [2] S. Hasrul, T. Lubis, and A. F. Abus, "Translation of Political Advertisements from Alas Language into Indonesian," *Lexeme J. Linguist. Appl. Linguist.*, vol. 4, no. 1, pp. 43–51, 2022.
- [3] N. Saputra, T. Lubis, and F. Setiawan, "Politeness Strategies for the Speech Acts of Indonesian Language Education Students in Pidie Regency," *Tradit. Mod. Humanit.*, vol. 1, no. 1, pp. 33–40, 2021, doi: 10.32734/tmh.v1i1.7185.
- [4] Sutarman, *Tata Bahasa dan Eufemisme*. Surakarta: Yuma Pustaka, 2013.
- [5] A. Chaer, *Linguistik Umum*. Jakarta: Rineka Cipta, 2003.
- [6] S. Wibowo and T. Lubis, "Naming Paya Badau at Taman Cadika Pramuka Medan: Semiotic Narative Analysis," *Tradit. Mod. Humanit.*, vol. 2, no. 1, pp. 47–55, 2022.
- [7] Z. F. Qorib, W. G. Mulawarman, and P. Purwanti, "Penggunaan Eufemisme pada Tayangan Berita Kriminal Patroli di Indosiar," *J. Ilmu Budaya*, vol. 2, no. 4, pp. 402–411, 2018.
- [8] R. R. Jayanti, N. Maulida, and A. Musdolifah, "Eufemisme dan Disfemisme pada Judul Berita Surat Kabar Harian Balikpapan Pos Periode April-Mei 2018," *J. Basataka*, vol. 2, no. 1, pp. 77–86, Jul. 2019, doi: 10.36277/basataka.v2i1.61.
- [9] M. B. Miles, A. M. Huberman, and J. Saldana, *Qualitative Data Analysis: A Methods Sourcebook*. Thousand Oaks: SAGE Publications, Inc, 2014.
- [10] Shaumiwaty *et al.*, "Teacher performance toward students' mathematical literacy in teaching linear program mathematical models," *J. Phys. Conf. Ser.*, vol. 1663, no. 1, p. 012066, 2020, doi: 0.1088/1742-6596/1663/1/012066.
- [11] K. Allan and K. Burridge, *Euphemism and dysphemism: Language used as shield and weapon*. New York: Oxford University Press, 1991.

- [12] K. E. Tarigan and T. Lubis, “Indexicality of Minyak Karo in North Sumatra: An Anthropolinguistic Perspective,” *Tradit. Mod. Humanit.*, vol. 2, no. 1, pp. 8–25, 2022.
- [13] T. Lubis and A. Purba, “Metaphor and parallelism in political advertisements,” *Cogency*, vol. 12, no. 2, pp. 71–88, Dec. 2020, doi: 10.32995/cogency.v12i2.360.