

## THE TYPES OF EUPHEMISM USED IN THE HEADLINE NEWS BY TEMPO.CO 2022

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### *Abstract*

Euphemism can be said as a style of language that becomes a better communication tool and avoids important actions or things that are sensitive. The use of euphemisms is used in communication to provide information or messages that usually contain taboos that are meaningful in words, phrases or sentences that contain euphemistic expressions. This study aimed to provide an insight into the strategy of using euphemisms in order to prioritize politeness when speaking in a general context or situation so that it can be understood by the entire community. The data is taken from news headlines tempo.co from March to July 2022. In this study, researchers analyzed the euphemisms that emerged from news headlines Tempo.co. Usually euphemisms are things that often appear in news media, advertising media, and also on social media which are currently widely used by people and youth. The researcher focused on classifying euphemisms based on their types, namely positive and negative euphemisms and then analyzes the meaning behind euphemisms in the Tempo.co headlines. The researcher made this research using the euphemism theory of Allan & Burridge (2020). The researcher used a qualitative descriptive method to describe euphemisms. In the results of this study, the researcher found 15 data which contained types of euphemisms based on their type such as analogy and distortion of euphemisms based on their type.

**Keywords:** Euphemism, Headline, News, Tempo.co

### 1. INTRODUCTION

Generally often encounter language that is taboo among the general public in public comments or the mass media and also in advertising media. For example, when in the advertising media the seller mentions that the clothes they sell are genuine imitation leather, this is a marketing trick that uses euphemism because genuine imitation leather is fake leather, but usually this applies to those who usually advertise a product using euphemistic language. According to Ren & Yu (2013), euphemism as a special language phenomenon, euphemism not only includes those euphemistic expressions accepted by community members, but also includes the euphemistic communication style that people adopt in specific environment. The use of euphemism varies with the

gender, age, social status and occupation, etc., generally, the use of the word euphemism is also to replace words that usually sound taboo in the ears of society in general because euphemisms have an important role in broad or general communication so that there are no words related to an individual. Taboo in general is direct or rude speech towards the interlocutor and can make the other person angry and offended. Although the speaker does not insult someone or the listener, taboo words will create an awkward or disrespectful atmosphere to the audience or listener, because the speaker does not apply euphemisms as a language tool to speak well without insulting the other person. Then the use of euphemisms is very important in communication in order to avoid quotes

that are not pleasant to hear by the other person, although usually the use of euphemisms usually has language that is convoluted or complicated to understand because euphemistic language has meanings that not everyone can understand the intent and purpose of the speaker.

The researcher used sociolinguistic theory to examine the euphemism aspects contained in the news headlines of tempo.co. Researchers used the euphemism theory of (Allan & Burridge, 2020). Allan & Burridge is one expert who divided it into three aspects. He classified the types and functions of euphemisms themselves. namely, metaphors and hyperboles which are classified into analogies, then acronyms and abbreviations which are classified as distortions and internal and external borrowing. Judging from the euphemism theory of (Allan & Burridge 2012), researchers are very interested in conducting research on tempo.co online news using the theory of Allan & Burridge's euphemism (2012). Tempo.co is one of t(Studi & Ingris, 2013)he most popular news stories in Indonesia, which has many sections, but here the researcher only focuses on the news headlines.

On the other hand, Arif (2016), stated that euphemisms were said to be more religious in character because they described religious events and cultural events were related to social aspects of people's lives. Even in a modern society people in some cultures have superstitious beliefs that words are capable of attracting something negative. From this statement, it can be interpreted that the use of euphemisms does have a religious element because indeed every obedient person will speak politely and gently. Euphemism is a study that used to see how someone communicates with the listener or interlocutor from the aspect of society and social characteristics individuals on the one hand, and

language use on the other hand. These two sides have something the same. It can be said that one's use of language describes personality. This refers to choice a person's words, language and ways convey language to communicate with individual or group. someone who has good speech, for example choosing polite terms to others. because basically humans are social creatures where communicating with each other is important in social life. In conclusion, the function of euphemism in this context is to investigate how people communicate in the general public and culture.

The phenomenon of euphemism can be found on social media, mass media, advertising media or other media such as Tempo.co. Tempo.co is one of the information media that is sought after by the public because it contains the latest news and many people read news from tempo.co because they are interested in seeing news titles or news headlines from tempo.co. Especially in the news headlines from the last five months Tempo.co made news headlines such as "Gibran Allows Citayam Fashion Week-like Event in Solo but Not for LGBT." The word in the news title above uses distortion which is a type of euphemism. Furthermore the meaning contained in the abbreviation becomes a term that is considered taboo by the public because it has a meaning that sounds impolite. This has shown the phenomenon of euphemism in the writing of news headlines. Based on the explanation above, then researchers are interested in analysing Tempo.co's use of euphemisms in news headlines from March to July. The researcher analyzed the types of euphemisms that tempo.co used in their news headlines.

There are several studies on the theory of euphemism. The First, (Serli, Wahyuni, & Padang, 2018) The research analyze is related to euphemism in which they examined the types and functions of euphemism found in crimes and politics

news of Posmetro Padang newspaper. Their research aimed to identify and analyze euphemisms found in all Posmetro Padang news media. the focus of their research is to identify the types and functions of euphemisms found in criminal and political news in the Postmetro Padang news. The results of the analysis of what he found were 9 types of euphemisms, then, 1 function of euphemisms in the research they did. They use theories from Cresswell (2013), Grillo (2005), Allan & Buridge (1991), Fernandez (2006), and Fromkin (2005) to analyze the types and functions of euphemisms that exist in their research objects. Their research focused to find out what types of euphemisms are used by the postmetro Padang news media and their functions.

The second study analyzed by Ardhan (2018), This research investigates the types of euphemism formation used by Anies Baswedan and Sandiaga Uno candidate pair in the first round of Jakarta Gubernatorial Election. The results of the analysis of what they found were two types of euphemisms, then, six functions of euphemisms in the research they did. This study uses the theory of Allan (2012). His research aimed to find out the functions more than the type of euphemisms used by Anis and Sandiaga in the Jakarta gubernatorial election debate. Both previous research and this present research proposed the same euphemism theory by Allan and Burridge (2012). Also, the previous research and this present research discussed the same topic, but the research has different data sources. The data source of this present research is Headline News In Tempo.co. It was taken to analyzed the types of Euphemism in Tempo.co.

## **2. LITERATURE REVIEW**

### **2.1 Sociolinguistics**

Wardhaugh (2010), defines sociolinguistics as the study of social systems through the study of language.

Such as how certain linguistic elements operate in understanding social settings. Sociolinguistics investigates the relationship between language and society to gain a better understanding of the nature of language and how it functions in communication. In other words, sociolinguistics is the study of how society relates to the use of language to interact. It is used to find out how effective a language within the communication.

### **2.2 Concept of Euphemism**

Euphemism, according to Allan and Burridge (2012), is a collection of words or phrases that are used as an alternative expression when expressing an uncomfortable thing. This disproportionate term may be taboo, fearsome, distasteful, or for any other reason have too much negative meaning to happily execute the communicative intention of the speaker on a given occasion. Euphemisms are used to prevent the speaker, as well as the listener and/or third person from losing face. With the application of euphemism, one can avoid the frightening, displeasing, or other language that has negative connotations or expressions.

### **2.3 Types of Euphemism**

One of the euphemism experts, Allan and Burridge (2012), explains about the euphemism in his book. He made a different way to find out the way people speak to sound pleasant and the meaning behind the euphemism that he found. He classified the types and of euphemisms themselves, namely, metaphors and hyperboles which are classified into analogies, then distortions and borrowing which are classified as distortions and internal and external borrowing. The euphemism itself is not only in the form of utterance, but also in the form of words, phrase, ideas and others. To find out the meaning behind the euphemism, he classified the euphemism into several

types of euphemism. Usually he calls it Positive and negative types of euphemism. Positive euphemism usually name of place instead of saying the name rudely and replacing bad attitudes with the name of occupations and Negative euphemism usually like death, sensitive body organs, sexual activities, and certain animal. Ardhan (2018), Using of euphemism language to represent words that are actually considered rude by society in general. the types of euphemism, namely the representament taboo word or unpleasant utterance. In these types the expert categorized again into three types with sub-types. Each types has a different variants. Therefore types of euphemism is something that represents something else. The word or utterance is something that the type is referring to.

In general terms euphemism can be classified on the basis of its problems. Allan and Burridge (2020), propose there are some types of euphemisms. The types of euphemisms have many variants. Some authors express their theory about the type of euphemism from their research. They argue that types of euphemism derived in some forms. Allan and Burridge (2020), divide the types of euphemism into three main parts, analogy, distortion, and borrowing, likewise each main parts of euphemism involve some substitution as Metaphor and Hyperbole in term of analogy, and distortion such as shortening, acronym, initialisms, abbreviations, and circumlocutions, and borrowing is internal borrowing and external borrowing.

Based on the explanation that can be seen from the paragraph above, this type of euphemism can be used to avoid awkward situations when interacting with people, the phenomenon of euphemism will appear by itself when it is related to offensive communication or rejection. Euphemism is a way of speaking by speaking in public or interpersonally

speaking to make the listener more comfortable and avoid the impression of speech that sounds harsh or offensive and makes the conversation better and avoids unpleasant comments in the conversation.(Arif, 2015) Euphemism is actually a language made by the speaker himself to look more polite to the other person or listener. . For example, someone initially talks about someone's death or religion which is a sensitive matter so it's easy to offend the other person. Then euphemism is investigated by sociolinguistics to understand why people who basically have different language backgrounds and understandings so to speak directly to the interlocutor are necessary in certain discussions or situations. A word, phrase, clause, or several words can be used to change the euphemism.

In euphemisms, Ryabova (2013), explains that euphemistic language generally occurs when someone speaks in public and is addressed to the general public, for example the mass media in order to have a good and polite language way to be understood by the wider community. Moreover, speakers or at least those who understand the language in which the situation occurs. If the meaning of a language sounds belittling or harassing and unpleasant to the listener, a euphemism is needed.

### 3. RESEARCH METHOD

This research was applied descriptive qualitative research. Creswell (2014), mentions that qualitative research is used to get a detailed and comprehensive analysis understanding of social problems. Furthermore, in writing sentences, phrases or words in writing news headlines or news titles at tempo.co are taken for analysis. Besides, because the researcher is not involved in the data sources, this study uses the observational method non-participatory methods and techniques. There are several steps in the process collecting data. First, Researcher

browses the news headlines and read and understand the content of the news on Tempo.co. Second, Researcher writes words that contain euphemistic elements. Lastly, the researchers highlight speech of euphemistic actions. After collecting the data, The researcher analyze data using the approach sociolinguistics. according to Sudaryanto (2015). The research method has the identity of the study approach used to analyze the writing, speech, sentences, phrases, and words written in the writing of news headlines by Tempo.co. By using the same expert, researchers apply euphemism equalization classification technique with Sudaryanto's theory by Sudaryanto (2015) was used to collect data. view and read news content. in data collection techniques where the researcher does not have direct involvement with the data being investigated. The researchers observe the object of writing data. It researchers collect data using a note-taking technique by downloading news headlines from Tempo.co. Researchers too apply the theory of Allan and Burridge (2012) and Wardhaugh (2010) theory to make an analysis of this research euphemism in the Tempo.co news headline. There are three steps to analyse data. First, the researchers identified the writing of news headlines that had elements of the word euphemism highlighted. Second, the researchers analyzed types of euphemisms by using Allan and Burridge (2012) theory and theory Wardhaugh (2010). Finally, data found by the researchers revealed the types of euphemisms that exist in the writing of news headlines from Tempo.co.

#### 4. FINDING AND DISCUSSION

In this section, the researcher analyzes the data based on the types of euphemisms, namely analogy, distortion, and borrowing in the Tempo.co news headlines. Through this research, the researcher found some data showing

sentences, phrases, and words from the Tempo.co news headlines. This research shows that euphemism found in the writing of news titles or news headlines by Tempo.co. There are fifteen euphemistic languages created by the writer from Tempo.co. There are some data in the news headlines, namely four metaphors, two hyperboles, three acronyms, three idioms, data in the form of sentences, phrases, and also words. It has been found that the dominant type is metaphor. Types of euphemisms are presented in table 1.

#### 4.1 FINDING

##### 1. The Types of Euphemism Uttered in The Headline News by TEMPO.CO.

No	Utterance	Time	Source	Type of Euphemism
1.	“Informal Sector Workers at All-Time High; 'Pandemic Scarring Effect' Says Expert”	27 July 2022 17:03 WIB	Martha Warta Silaban	Analogy
2.	“ASEAN Para Games Athletes, Officials Starting to Arrive at Soekarno-Hatta Airport”	24 July 2022 23:47 WIB	Antara	Distortion
3.	“Gibran Allows Citayam Fashion Week-like Event in Solo but Not for LGBT”	29 July 2022 16:40 WIB	Septia RYanthie	Distortion

4.	“Depok Police Arrest 3 Suspects of Counterfeit Money Distributors in Java, Bali”	29 July 2022 09:21 WIB	Ade Ridwan Yandwiputra	Analogy
5.	“Nudging' Can Influence You to Do Better But it Can Also Backfire”	30 July 2022 12:11 WIB	Grace Lee Hooi Yean	Analogy
6.	“TNI Commander Meets with Top U.S. General, Discussing Partnership”	25 July 2022 12:47 WIB	Fajar Pebrianto	Distortion
7.	“Jokowi Blasts Soldier Opposing New Capital Relocation”	1 March 2022 20:22 WIB	M Julnis Firmansyah	Analogy
8.	“Heartbreak, Sudden Joy Share Similar Health Effect”	22 July 2022 15:01 WIB	Antara	Analogy
9.	“Indonesia's Veteran Actress Rima Melati Passes Away at 84”	23 June 2022 17:25 WIB	Antara	Analogy
10.	“Govt Suspects Monopoly in West Javan Cooking Oil Distribution”	6 June 2022 05:45 WIB	Riani Sanusi Putri	Analogy
11.	“Military Deserter Behind Deadly Attack in Papua”	20 July 2022 21:53 WIB	Antara	Analogy
12.	“CCTV in the Police Shootout Case Recovered ; Contradicting Initial Announcement”	21 July 2022 10:41 WIB	M Faiz Zaki	Distortion
13.	“PSSI Receives Rp749 Million Grant from FIFA”	13 July 2022 09:15 WIB	Antara	Distortion
14.	“Military Man Who Allegedly behind Wife's Assassination Plot Dies”	28 July 2022 16:38 WIB	Jamal A. Nashr	Analogy
15.	“Surabaya's Antidote to the Rise of Concrete Jungles”	19 July 2022 15:18 WIB	Martiwi Diah Setiawati	Analogy

## 4.2 DISCUSSION

After the data is represented, The following data were analyzed and classified according to the type of euphemism using sociolinguistic

approach. In this section, Tempo.co's author uses quotes from the use of the word euphemism. Researcher explains data findings related to the type of euphemism. Data were analyzed using classification based on the type using the theory described by Allan and Burrige (2012).

#### DATA 1

Based on the utterance in the table above, which was taken on July 27 2022 17:03 WIB, the author writes about the "Informal Sector Workers of All Time; 'Pandemic Scar Effect' Expert Says". The word **Informal Sector Workers** is classified as an analogy, namely a metaphor, the first type of euphemism. This means that informal sector workers where this is usually addressed to workers who are not in uniform and usually have below average wages, so the author tries to choose softer words and has no worries for workers in the informal sector and avoids direct words. The word Informal Sector Worker is preferred over words that are taboo or offensive and sound harsh.

#### DATA 2

Based on the statement in the table above, which was taken on July 24, 2022 23:47 WIB, the author wrote about "Athletes of **ASEAN** Para Games, Officials Begin to Arrive at Soekarno-Hatta Airport". The word **ASEAN** is classified as a Distortion, i.e. an acronym is the second type of euphemism. The word ASEAN means (Association of Southeast Asian Nations), it is the political and economic union of the 10 member states in Southeast Asia. This means that the writer of Tempo.co uses a type of euphemism that distorts the words in which it is the application of euphemistic language that occurs in the sentence above. Here the author tries to shorten the words that are softer and do not use the meaning of the actual abbreviation because it is worried for

readers who may not be familiar with the acronyms written by Tempo.co. The word ASEAN is preferred in writing in order to shorten words that are not wanted or not understood by the reader.

#### DATA 3

According to data in the table above, which was taken on July 29 2022 16:40 WIB, the author wrote about "Gibran Allows Citayam Fashion Week-like Event in Solo but Not for LGBT". The word "LGBT" is classified as a Distortion, i.e. an acronym. the second type of euphemism. The word LGBT means (lesbian, gay, bisexual, and transgender.), LGBT is categorized as an initialism which is part of a distortion-type euphemism. LGBT is mentioned to people who have sex transformation and same-sex attraction. The Tempo.co writer quoted from the words of Gibran, a mayor of Solo. Gibran said that he allowed the Citayem Fashion week event but not for LGBT people. The word LGBT itself is a taboo word in society, so writers try to be careful in writing words to avoid words that are disparaging or offensive to the LGBT people themselves. the writer of Tempo.co uses a type of euphemism that distorts the words in which it is the application of euphemistic language that occurs in the sentence above. Here the author tries to shorten the words that are softer and do not use the meaning of the actual abbreviation because it is worried for readers who may not be familiar with the acronyms written by Tempo.co. The word LGBT is preferred in writing in order to shorten words that are not wanted or not understood by the reader.

#### DATA 4

Based on the data in the table above, which was taken on 29 July 2022 09:21 WIB, the author wrote about "Depok Police Arrest 3 Suspects of Counterfeit Money Distributors in Java, Bali". The word "Arrest" is classified as Analogy,

i.e. Metaphor. the first type of euphemism. The word Arrest here means to put the suspect in prison which is analogous to being arrested. Arrest is categorized as an analogy which is part of a metaphoric euphemism. The word arrest here is addressed to the suspect who circulated counterfeit money in Java and Bali. the writer of Tempo.co tried to use a better word, said Arrest himself, which is a taboo word among the public, so the author tries to be careful in writing words to avoid words that are disparaging or offensive to the suspect arrested by the Depok Police. Here the author tries to make an analogy with the word put in prison into the word Arrest. The word Arrest is preferred in writing so that it is easy to read and understand by readers.

#### **DATA 5**

Based on the data number five above, which was taken on July 30, 2022 12:11 WIB, the author wrote about "Nudging' Can Influence You to Do Better But it Can Also Backfire". The word "Backfire" is classified as Analogy, i.e. Metaphor is the first type of euphemism. The word Backfire here means that Nudging Influences the Community to Be Better, but can also boomerang. Backfire is categorized as an analogy which is part of a metaphoric euphemism. Tempo.co's author tries to use a better word, Backfire is a taboo word among the people, so the writer tries to be careful in writing words to avoid disparaging words or avoiding direct words. Here the author tries to make an analogy with the word boomerang to Backfire so that it is easy for readers to understand. The word backfire is preferred in writing so that it is easy to read and understand by readers.

#### **DATA 6**

Based on the data in the table above, which was taken on July 25, 2022 12:47 WIB, the author writes about "TNI Commander Meets with Top U.S.

General, Discussing Partnership". The word "U.S" is classified as Distortion, i.e. an acronym is the second type of euphemism. U.S. means (United State), it is the United State of America which is where it is the country of America. here the author wrote the news where the TNI Commander met the High General from America, Discussing the U.S. This means that the Tempo.co writer uses a type of euphemism that distorts words which is the application of euphemistic language that occurs in the sentence above. Here the author tries to shorten the words that are softer and do not use the meaning of the actual abbreviation because he is worried for readers who may not be familiar with the meaning of abbreviations written by Tempo.co. U.S. said preferably in writing to shorten words that are not desired or not understood by the reader.

#### **DATA 7**

Based on the narrative in the table above, which was taken on March 1, 2022 20:22 WIB, the author wrote about "Jokowi Blasts Soldier Opposing New Capital Relocation". The word "Blast" is classified as an analogy, namely Hyperbole, the first type of euphemism. This means that Jokowi criticizes soldiers who are against the issue of moving the new capital. the writer of Tempo.co chose the word Blast as if exaggerating the meaning of Jokowi's words, which is Blast. The narrative quote above is taken from the headline news by Tempo.co which contains euphemism language. the author chooses words that contain euphemism to make it look attractive and make people want to read the news content of the Tempo.co news headline. The writer tries to choose words that seem redundant to attract the interest of news readers. The word Blasts is preferred over words that have ambiguous meanings and are difficult for readers to understand.



### DATA 8

Based on the narrative in the table above, which was taken on July 22 2022 15:01 WIB, the author wrote about "Heartbreak, Sudden Joy Share Similar Health Effect". The word "Heartbreak" is classified as an analogy in the type of euphemism, namely metaphor, the first type of euphemism. This means that the headline contains euphemistic language which is derived from the word Heartbreak. Word Heartbreak means Sudden Excitement Shares Similar Health Effects. The Author of Tempo.co chose the word Heartbreak as if exaggerating the meaning of the content of the news to make it look interesting and make readers want to read the contents of the news. The narrative quote above is taken from the headline news by Tempo.co which contains euphemism language. Heartbreak words are preferred to be used in writing news headlines than words that have less interesting meanings because they can be difficult for readers to understand.

### DATA 9

Based on the narrative in the table above, which was taken on June 23 2022 17:25 WIB, the author wrote about "Indonesia's Veteran Actress Rima Melati Passes Away at 84". The word "Passes Away" has an element of euphemism that indicates language that seems better than the mention of death. This phrase belongs to the type of euphemism, which is an analogy part of a metaphor. Metaphor is a euphemism of the first type. From the headline, the Tempo.co news writer tries to make a subtle statement and avoids the word taboo. This means that in this news conveys that an Indonesian actress, Rima Melati, passed away at the age of 84. In the headline of this news, the author tries to choose softer words and there is no concern for people who are sad to read the news about the return of the Indonesian Actress. the writer avoids

direct words. The word Passes away is preferred in news writing rather than words that are considered taboo or offensive and sound harsh.

### DATA 10

Based on the narrative in the table above, which was taken on June 6 2022 05:45 WIB, the author wrote about "Govt Suspects Monopoly in West Javan Cooking Oil Distribution". The word "Monopoly" has an element of euphemism that indicates language that seems exaggerated and refers to the meaning that regulates and takes over the power of the word "Monopoly". This word belongs to the type of euphemism, which is an analogy part of a metaphor. Metaphor is a euphemism of the first type. From this news headline, the Tempo.co news writer tries to make a statement that seems to exaggerate a word from its original meaning. This means that in this news it is stated that the Government suspects that there are activities that regulate or take over the Distribution of Cooking Oil in West Java. In this news headline, the writer tries to choose words that seem to have exaggerated meanings in order to attract the interest of readers who see the news headlines written by Tempo.co. Monopoly words are preferred in news writing than words that are considered difficult to understand by news readers.

### DATA 11

Based on the data in the table above, which was taken on July 20 2022 21:53 WIB, the author of Tempo.co wrote a Headline entitled "Military Deserter Behind Deadly Attack in Papua". The word "Deadly" has an element of euphemism that indicates language that seems exaggerated and refers to the deadly or very dangerous meaning of the word Deadly. This word contains euphemisms and belongs to the type of euphemism, which is the analogy of part of a hyperbole. Hyperbole is the first type

of euphemism that has the impression of being exaggerated so that it has an exaggerated meaning. From this news headline, the Tempo.co news writer tries to make a statement that seems to exaggerate a word from its original meaning. This means that this news conveys that it is the desert military that has a deadly attack in Papua. In this news headline, the writer tries to choose words that seem to have exaggerated meanings in order to attract the interest of readers who see the news headlines written by Tempo.co. Deadly words are preferred in news writing than words that are considered difficult for news readers to understand.

#### **DATA 12**

Based on the information in the table above, which was taken on July 21 2022 10:41 WIB, the writer of Tempo.co wrote a news headline entitled "CCTV in the Police Shootout Case Recovered; Contradicting Initial Announcement". The word CCTV is classified as Distortion, i.e. the acronym is the second type of euphemism. The word CCTV means (Closed-circuit Television), it is a camera that is used to spy, monitor or record the state of a location for 24 hours for security purposes. This means that here the author of Tempo.co uses a type of euphemism that distorts words which is the application of euphemistic language that occurs in the sentence above. Here the author tries to shorten words that are easier to convey to the reader and do not use the meaning of the actual abbreviation because he is worried for readers who may not be familiar with the abbreviations written by Tempo.co. The word CCTV is preferred in writing to shorten words that are not wanted or not understood by the reader.

#### **DATA 13**

Based on the information in the table above, which was taken on July 13 2022 09:15 WIB, the writer of Tempo.co wrote

a news headline entitled "PSSI Receives Rp749 Million Grant from FIFA". The word FIFA is classified as Distortion, i.e. the acronym is the second type of euphemism. The word FIFA means (Federation Internationale de Football Association.), which has an abbreviated meaning from the French language. FIFA is the world football federation and as the international governing body for football, fifa is the organization that regulates the world sport of football. This means that here the author of Tempo.co uses a type of euphemism that distorts words which is the application of euphemistic language that occurs in the sentence above. Here the author tries to shorten words that are easier to convey to the reader and do not use the actual meaning of the abbreviation because he is worried that readers may not be familiar with the meaning of abbreviations written by Tempo.co. The word FIFA may be easier to understand for the listeners or Tempo.co news readers.

#### **DATA 14**

Based on the narrative in the table above, which was taken on July 22, 2022 15:01 WIB, the author wrote about "Military Man Who Allegedly behind Wife's Assassination Plot Dies". The word "Military Man" is classified as an analogy to the type of euphemism, namely metaphor, the first type of euphemism. This means that this headline contains euphemistic language derived from the word Military Man. The word Military Man is pinned on a man who works as a military man. Meaning that the sentence in this headline describes a military person suspected of premeditated murder against the murder of his own wife. The narrative excerpt above is taken from the Tempo.co news headline which contains euphemistic language. The word "Military man" is preferred to be used in writing news headlines rather than words that seem less interesting in meaning

because they can be difficult for readers to understand.

### DATA 15

Based on the narrative in the table above, which was taken on July 19 2022 15:18 WIB, the author wrote about "Surabaya's Antidote to the Rise of Concrete Jungles". The word "Concrete Jungles" is an analogy to the type of euphemism, namely Hyperbole, the first type of euphemism. This means that this headline contains euphemistic language derived from the word Concrete Jungles. The word Concrete Jungles here refers to large and dense buildings like trees in a forest. it means that the sentence in this headline explains that the city of Surabaya is the antidote to the rise of dense building infrastructure in urban areas. The narrative excerpt above is taken from the Tempo.co news headline which contains euphemistic language. The word "Concrete Jungles" is preferred to be used in writing news headlines because it has a unique term that makes it interesting for Tempo.co news readers.

### 5. CONCLUSION

Based on the finding data and research discussion that was done by the researcher, the researcher found several data which are related to the concept and types of euphemism by using theory sociolinguistics from Wardhaugh (2010) and theory Types of euphemism by Allan and Burridge (2020). The researcher analyse the types of euphemism that used in the headline news by Tempo.co. The concept and types of euphemism are analogy, distortion, and borrowing refers to the sentence, phrase, and word that contain of euphemism language. From the data, the researcher classified the finding data related to the types of euphemism in the headline news by Tempo.co.

Euphemisms can also be found in our daily communication. Words contained euphemism and meanings that are easily

understood by the public without offending or insulting. This study shows that the types of euphemisms. There are 15 data found by the researcher, in which there are ten types of analogies and five distortions in the headline news Tempo.co. Euphemistic expressions in the form of sentences, phrases and words are then divided into several types, namely metaphors, hyperboles, acronyms, and abbreviations. In this study, there is one type that is not found in the Tempo.co news headlines, namely borrowing.

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