CHAPTER I

INTRODUCTION

1.1   Background of the Study

Speech is used from the past until now. In politics, politicians use speeches in the past to proclaim independence. Now days, political speech is used for various purposes. By using political speech, politicians are able to give themselves a valence advantage with voters from favorable social groups. Such speech can help a politician keep members of her social group on board (Dickson, Scheve 2006). In addition, Choi (2016) said that one of the purposes is to influence the audience to vote a politician for their political interests. This interest exists in a presidential election competition.

In the presidential election 2019 in Indonesia, the use of speeches was also carried out by the two presidential candidates. Presidential speeches are important and momentous (Wilson 1994). Aware of the strong influence that speeches can make, the political sphere utilizes presidential candidates' speeches with the aim of: socializing government work programs, influencing public opinion, and even controlling public attitudes. Wilson (1994) added that the speech is delivered not only to convey president vision and mission, but also to win the heart of audience. The presidential speech is divided into, during the campaign and when elected.

During the campaign, presidential candidates are seeking to communicate with a broad cross-section of the electorate, their speeches are less likely to feature divisive moral rhetoric than those of candidates running in primaries or elections at lower levels of government (Bonikowski 2015). The campaign speeches, while most were written in advance, are destined to be spoken. Written speech is very different from spoken speech. When we speak, we usually use less structured language with shorter sentences. To give a speech that can be received by the audience, by preparing a choice of words that will be used (Schumacher 2016).

One of the presidential speeches was delivered by Prabowo Subianto in presidential election 2019. The campaign speech was covered and broadcast by CNN Indonesia. CNN Indonesia is a media affiliated with the United States CNN. Cnnindonesia.com was officially launched in October 2014 and presents a number of channels such as national, political, international, lifestyle, entertainment, and sports. Focusing on political issues, in the presidential election 2019, the community was divided into two camps namely the Jokowi camp and the Prabowo camp. Not only that, the media also in this case very visible participation. Thus, the public will increasingly lose trust in the media. CNN Indonesia comes with the tagline "News We Can Trust" through this tagline is expected to bring the spirit of trust and balance for CNN Indonesia. It is also expected to restore public confidence in the media. Based on this background, it can be concluded that the values that are believed by CNN Indonesia are to return the value of

journalism that is not interfered with in this case is partisanship owned by the media.

Prabowo Subianto's speech to convey his vision and mission if elected president was the main object of this research. By delivering five main focuses, national work programs. Five focus solutions to solving the nation's problems. The first focus is on realizing an economy that prioritizes the people, a fair economy, an economy that prospered all Indonesians, and an economy that preserves Indonesia's environment. The second focus is on improving the quality of life and social welfare. The third focus is ensuring legal justice and implementing quality democracy. The fourth focus is to make Indonesia a safe, comfortable home for all Indonesians. The fifth focus is strengthening the character and personality of the nation. By raising issues of controversy, the choice of words to deliver a speech to avoid misunderstandings with the audience becomes Prabowo Subianto's strategy. This kind of speech is a good speech, because linguistically it contains a lot of euphemisms.

According to the book entitled *Kalau Prabowo Jadi Presiden* by Pambudi. Prabowo Subianto came from an educated family and a politician. His childhood lived abroad and attended education in international schools. Then he took military education in Indonesia. He also received several awards such as the "Bintang Kartika Eka Pakso Naraya Award" and "The Star of Soekarno". Based on the description above, the educational background of Prabowo and his service in the military influence the choice

of words when giving a speech. A good choice of words may help the success of delivering a speech. One of the strategies of choosing good words in delivering a speech is using euphemism.

Euphemism comes from the Greek word εὐφημία. The prefix "Eu" means "good", and the stem "phemism" means speech. So the correct meaning of "Euphemism" is "good speech" (Deng, An Analysis of Phonetic Formation in English Euphemism 2016). In addition, Wardaugh (1986: 237) states that euphemism refers to certain things which are not said because people do not talk about those things, or, if those things are talked about, they are talked in very roundabout ways. Similarly, O"Grady et al. (2000: 554) state that euphemism is the avoidance of words which may be seen an offensive, observed or somehow disturbing to listener and reader. Oxford Advanced Learner's English-Chinese Dictionary (the 7th edition) defines "euphemism" as "an indirect word or phrase that people often use to refer to something embarrassing or unpleasant, sometimes to make it more acceptable than it really is".

In its usage, there are eleven types of euphemism (Allan, X-phemism and creativity 2012) : (1) remodelling as a source for euphemisms and euphemistic dysphemisms; (2) contractions; (3) underspecification: general-for-specific euphemisms; (4) part-for-whole X-phemism; (5) upgrades, downgrades, deceptions and obfuscations; (6) substitutions: replacement terms from within the language or borrowed from another; (7)

appearance based metaphors for tabooed body parts and functions; (8) colour based metaphors for X-phemisms; (9) sound based metaphors; (10) smell, taste and touch based X-phemisms; (11) verbal play. (Burridge, Euphemism and Language Change: The Sixth and 2012) classified six functions of euphemism: (1) the protective euphemism - to shield and to avoid offense; (2) the underhand euphemism - to mystify and to misrepresent; (3) the uplifting euphemism - to talk up and to inflate; (4) the provocative euphemism - to reveal and to inspire; (5) the cohesive euphemism - to show solidarity and to help define the gang; (6) the ludic euphemism - to have fun and to entertain.

There has been some research about euphemism. One of them is conducted by Tisanie (2017), namely "Euphemism Used by Anies Baswedan and Sandiaga Uno Candidate Pair in The First Round of Jakarta Gubernational Election Debate 2017". This research investigates types of euphemism formation used by Anies Baswedan and Sandiaga Uno candidate pair in the first round of Jakarta Gubernatorial Election Debate broadcasted in 2017 using Allan's (2012) types of euphemism formations. In addition, it also examines the functions of euphemism in the debate according to Burridge's (2012) classifications. The second research is conducted by Stehpanie (2016), namely "The Use of Euphemism In dr. OZ Indonesia Television Show". This research examines the euphemism formation, according to Allan's (2012) classification of euphemism formation, for death and sickness, and sexual

terms in Dr. Oz Indonesia talk show. The functions of the used euphemism are also inspected, based on Burridge's (2012) classifications of euphemism functions. Moreover, Munfaati (2008) "*Euphemism Used in Political Articles in Reuters.com*". In this study, Munfaati analyzed the types, styles, and functions of euphemism specifically in the political article posted on that website.

Based on the previous studies, all of them discuss and give the definition of euphemism. Furthermore, all of them focus to classify the types and functions of euphemism which also can be found in this study. However, as explained above, several studies were done in written language and verbal language. The use of verbal language can be found in debate and television show. Based on the sighting, the writer attempts to challenge different result to conduct a research that focuses on verbal language, especially in delivering a speech.

The object chosen to be analyzed in this study is taken from Presidential Election 2019. This study only focuses on one candidate, who is Prabowo Subianto. Based on educational background and his service in military can influence to choose the right words when delivering a speech. This study will classify the kinds of euphemisms used by both pairs through eleven kinds of euphemism proposed by Allan (2012). This research will not only do analysis on the kind of euphemism, but also the function as euphemism as proposed by Burridge (2012) as having six functions (Burridge 2012).

This study aims to analyze the meaning behind the euphemism used in Prabowo Subianto speech in Presidential Election 2019.

1.2 Statement of the Problems

Based on the background of the study, the writer formulated the research questions as follow:

1. What type of euphemism are mostly and least used by Prabowo Subianto's speech in presidential election 2019?

2. What function of euphemism are mostly and least used by Prabowo Subianto's speech in presidential election 2019?

1.3 Objectives of the Study

There are two objectives that the writer wants to achieve from doing this analysis, such as:

1. To identify the type of euphemism that is mostly used by Prabowo Subianto's speech in presidential election 2019.

2. To find out the function of euphemism that is mostly used by Prabowo Subianto's speech in presidential election 2019.

1.4 Significance of the Study

The results of this study provide both theoretically and practically contribution. Theoretically, this study provides results that are used to develop understanding of the concept of euphemism. This study is also

expected to contribute in the branch of pragmatics. The writer also wants this study to be a source of new knowledge to be used as study material for future student about the concept of this study. Practically, this study hopes to help ordinary people to understand the euphemisms used by political figures. Furthermore, this study is also useful for political figures who want to use euphemisms for political purposes.

1.5 Definition of Key Terms

a. Euphemism: Are a sweet or at least harmless alternative to phrases that speakers or authors prefer not to use in the execution of a specific communicative purpose on specific occasion (Burridge 2012)

b. Politics: The art or science of government concerned with guiding or influencing governmental policy, also winning and holding control over a government ("Politics." Merriam-Webster.com, Merriam-Webster n,d.)

c. Speech: The communication or expression of thoughts in spoken words ("Speech." Merriam-Webster.com, Merriam-Webster n,d.)

d. Presidential Election: Relating to the election of a president. The presidential campaign and presidential convention ("Presidential." Merriam-Webster.com, Merriam-Webster n,d.)