

## ABSTRACT

Handini, Reza. A Diachronic Study of Sexual Euphemism Found in Indonesian's Cosmopolitan Magazines. A thesis submitted as partial fulfilment of the requirements for the Sarjana degree of the English Department, Faculty of letters, Airlangga University, 2007

Language has developed rapidly in such way that we may notice various functions as well as intentions in using language. The existence of these language phenomena in society contains certain functions or purposes. One of them is known as Euphemism. This term is used for most people to avoid some taboo words due to their bad meanings. In certain condition, the euphemism functions to explain sexual words. This usage is known as sexual euphemism terms.

This Sexual euphemism research is aimed to find out the construction of sexual euphemism and how the diachronic development of sexual euphemism is found in *Cosmopolitan* magazine from 1999-2007. In this case, the writer's attention is exclusively concentrated to the use of sexual euphemism which is regularly found in some articles dealing with sexual terms.

In this study, the writer uses Warren's euphemism model as a basis in analysing the phenomena. Warren's model is based on the idea of 'contextual meaning'. It can be defined as new meanings of words in a particular context, which are constantly created in language. Based on Warren's model, sexual euphemism is divided into two categories. They are formal innovation and semantic innovation. The data were taken from *Cosmopolitan* magazine from February 1999, February 2001, February 2003, February 2005, and February 2007 editions.

There are 324 words of euphemism terms found in those five editions. From those terms most of them are constructed by using compounding. Meanwhile, there is an increase in the number of loan words that were used in 10 period of time. One of the examples of the diachronic development is the word *orgasm* which has gone through the following changes *puncak asmara*, *klimaks* (1999), *puncak asmara*, *klimaks* (2001), *terbang*, *melayang* (2003), *meledak*, *puncak asmara* (2005), *mengerjap*, *mengerang*, *orgasme* (2007)

Keywords: *Euphemism, Sexual, Taboo Words, Magazine, and Diachronic.*