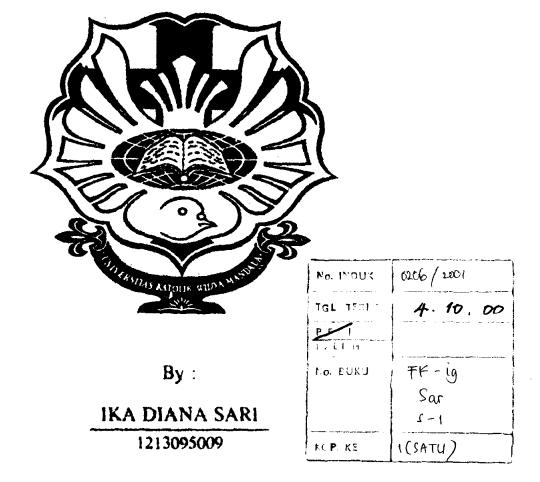
A STUDY ON THE JAVANESE EUPHEMISM AS USED IN JAYABAYA MAGAZINE

A THESIS

In Partial Fulfillment of the Requirements for the Sarjana Pendidikan Degree in English Language Teaching



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ABSTRACT

Sari, Ika Diana. (2000). A Study on the Javanese Euphemism as Used in Jayabaya Magazine. S-1 Thesis. English Department of Widya Mandala Catholic University, Surabaya. Advisor: Dr. Agustinus Ngadiman, MPd.

Key Words: politeness, taboo, javanese euphemism

This study is the research study of Javanese euphemism in Jayabaya magazine. This study is attempted to answer the following questions: 1. What euphemistic expressions are used in Jayabaya magazine? 2. Why euphemisms are used in Jayabaya magazine? And in analyzing the data, some theories are used: 1. Politeness 2. Taboo 3. Euphemism

This study is a qualitative content analysis because it is related with the description of the existing phenomena, not related with numbers and it analyses the content of written material, which uses Jayabaya magazine as the source of the data. And in doing a research, the interviews are applied to find out the reasons of using euphemism in Jayabaya magazine.

After working through all the data according to the types of euphemism, some findings are obtained: 1. All the data, which are the euphemistic expressions, are likely used to replace the unpleasant thing into something which is more polite 2. The reasons why euphemisms are used in Jayabaya are: a. Euphemisms are used to convey something that considered rude b. Euphemisms are used to keep the other's feeling c. Euphemisms are used as the reflection of Javanese cultural values d. Euphemisms are used as the attempt to maintain Javanese cultural values e. Euphemisms are used to show respect to older people. Beside that, the subjects of euphemism are varied such as death, excretion, unemployment, occupational title. Euphemism can be in the form of abbreviations, not only words and phrases. Euphemism itself can also have more than one expression to refer to one word. But in contrast, there are also found some words that are used inapropriately.

Finally, this study is only a small part of sociolinguistics study and it is limited only in the written materials that uses magazine as the source of data. In order to develop this study, it is suggested that the future research can be emphasized not only in Javanese but also in other language and the data are gained in natural setting. And euphemism should be maintained in every aspect of life.