THE USE OF EUPHEMISM
IN DONALD TRUMP AMERICAN ARABIC SUMMIT SPEECH

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Abstract

Euphemism is a language phenomenon that exists in society. As social beings, human uses a language to communicate each other. This is for delivering a message or information from one to another without miss the idea, opinion, or feeling. The speaker can use the euphemistic expression during delivering the message to reach a certain goal. Thus, it can be found in the middle of conversation, include in the special speech which has been delivered by a representative of nation (president). This study aimed to explain the types, forms and functions of euphemism that are found in a speech of Donald Trump in American-Arabic summit. This study is descriptive qualitative based on phenomena of euphemism in spoken language. The writer used the theory of Rawson to analyze the type and form of euphemism expression, and the theory of Sebkova to analyze the function of the use euphemism expression. The result of this study shows that there are four type of euphemism found in the speech of Donald Trump in the American Arabic summit (circumlocution, widening, metaphor, and abbreviation). There are six functions of euphemism are found in the speech of Donald Trump in the American Arabic summit. Euphemism may be used substitute bad connotation of utterance; euphemism may be used to protect someone or group of people of feeling shame; euphemism may be used as alternative for taboo word; euphemism may be used to neutralizing the unpleasant word; euphemism may be used to protect personal name or group; euphemism may be used to explain or exaggerate. The function of euphemism that is mostly used is explain in exaggerate way and avoid the word of taboo.

Keywords: *Euphemism, Political Speech, Donald Trump Speech.*

Abstrak

Eufemisme adalah fenomena bahasa yang ada di masyarakat. Sebagai makhluk sosial, manusia menggunakan bahasa untuk berkomunikasi satu sama lain. Hal ini di gunakan untuk menyampaikan pesan atau informasi dari satu ke yang lain tanpa adanya mis komunikasi baik ide, pendapat, atau perasaan. Pembicara dapat menggunakan ekspresi eufemistik selama menyampaikan pesan untuk mencapai tujuan tertentu. Dengan demikian, eufemisme dapat ditemukan di tengah-tengah percakapan, termasuk dalam pidato khusus yang telah disampaikan oleh perwakilan bangsa (Presiden). Penelitian ini bertujuan untuk menjelaskan bentuk dan fungsi eufemisme yang ditemukan dalam pidato Donald Trump di KTT Amerika-Arab. Penelitian ini bersifat deskriptif kualitatif berdasarkan fenomena eufemisme dalam bahasa lisan. Penulis menggunakan teori Rawson untuk menganalisis jenis dan bentuk ekspresi eufemisme, dan teori Sebkova untuk menganalisis fungsi penggunaan ekspresi eufemisme. Hasil penelitian ini menunjukkan bahwa ada empat jenis eufemisme yang ditemukan dalam pidato Donald Trump di KTT Arab Amerika (circumlocution, widening, metafora, dan singkatan). Ada enam fungsi eufemisme yang ditemukan dalam pidato Donald Trump di KTT Arab Amerika. Fungsi eufemisme yaitu sebagai pengganti konotasi ucapan yang buruk; fungsi eufemisme yaitu untuk melindungi seseorang atau sekelompok orang dari rasa malu; fungsi eufemisme yaitu sebagai alternatif untuk kata tabu; fungsi eufemisme yaitu untuk menetralkan kata yang tidak menyenangkan; fungsi eufemisme yaitu untuk melindungi nama atau kelompok pribadi; dan fungsi eufemisme yaitu untuk menjelaskan atau melebih-lebihkan. Fungsi eufemisme yang paling banyak digunakan adalah fungsi yang menjelaskan secara berlebihan dan menghindari kata tabu.

Kata Kunci: *Eufemisme, Pidato Politik, Pidato Donald Trump.*

BACKGROUND OF STUDY

People will use multiple ways to reach politeness such as a figurative language, idioms, and euphemism. Euphemism is a figure in which a harsh or indelicate word or expression is softened; a way of describing an offensive thing by an inoffensive expression; a mild name for something disagreeable. Euphemism is synonym which aims to produce tranquility. In case of leader who has speech in certain place with use of euphemism means that the person cares with the other people. Euphemism keeps us into safe distance with the dysphemism "taboo word". Another function of using euphemism is to respect the other and help people to express the difficult term in direct way (e.g. using *"letting someone go"* sounds better than *"firing someone"* as "correctional facility" rather than *"jail"*.

The forbidden to use taboo word makes people think to use another word which produce a good atmosphere named as "Euphemism". Based on Allan & Burridge said that euphemism is the alternative to make the interlocutor does not loss his face, through giving offense within the conversation. The use of euphemism is in both social and emotional, such as certain discussion which brought "taboo word" or "touchy" (in the field of sex area, death, religious matter, dangerous animal, political issue even, disease) without making upset other people. The term of euphemism is commonly use in daily life. People try to reduce the taboo word in order to not offense the other face's feeling.

Together with above explanation the writer brings the study: language use of Euphemism in Donald trump American Arabic summit speech, the speech had been taken in the Islamic country as known as Saudi Arabia, it is in summit Riyadh. In the different framework of his country background, presented by leader of moslem majority countries. It should be a formal meeting that needs a formal speech without offense any people inside the room. Both the countries are two different countries which have different culture that seems contradictory of each other.

In this thesis, the writer wants to examine the types and form of Euphemism and the function of its. As the study of pragmatic the writer will summarize all of the findings into speaker's perspective. The previous study found out that in the subject of the euphemism types does not use in the whole script, they were only use several types which refer to a sexual term . In this study the writer wants to make list of euphemism types in the political issue of summit conference event.

Furthermore, euphemism used as a form of certain reason to communicate language used to as a weapon to attack, in fact to hypnotized someone such as in politics. The term of euphemism also used by public figure, politician employs to convey the ideological persuasion and manipulation goals. Euphemistic language used to abused in political speeches, it uses for a makeup of their speech, leading to distortion of reality. We will see as a *doublespeak* (Lutz 1987 pp20-21) *doublethink* (Gonzales 1991 p.51, 90) and *official euphemism* (Abrantes 2005:88). Those are ways, to answer the kind of euphemism expressions are used for public speaking subject in political issue. Thus, there is limited study which investigates the style of euphemism used by Donald trump in the summit speech. Since, those previous studies didn't analyze euphemism in the current issue. She only focused on the form of euphemism.

METHOD

This paper used euphemism theory. As Allan and Burridge (1991 p.11) said that euphemism as an alternative way to dispreferred expression, the purpose to keep away from possible loss of face: either one's own face or, through giving offense, that of the audience, or of some third party.

1. Kinds of Euphemism Rawson (1981)

a. Positive Euphemisms are increase and expands; it might be called stylistic euphemisms or exaggerating euphemisms. Making the euphemized matter seems pleasant and important than what they really are. British and American people, tend to use this way to express the impolite word or embarrassing one to sound more pleasant. For example, 'beautician' instead of hairdressers.

b. Negative euphemisms tend to deflate and diminish. It called traditional euphemism (tightening euphemism). They are ancient and closely connected with taboos.

There are several ways to form euphemism, (Sebkova, 2012 p.8). These are:

a. Borrowing, the use of foreign language (English, Latin, France, etc) is for neutralizing the taboo word to make sound more polite. In Latin word, the part of body will call as educators. The word from French in taken relate with medical terms. For example, *au naturel* instead of naked and lingerie for women's underwear.

b. Semantic change

  1)Circumlocution, means expressing term in the involutes way. It uses in longer expression. Expressing the term in a round way about circuitous. For example, '*flatulance*' for farting; 'perspiration' for 'sweat'; 'little girl's

room' means 'toilet' and 'mentally challenged' for 'retarded'.

2) Widening, increasing the level status. For example, 'solid human waste' for '*feces*'; 'sanitation engineer' for 'garbage collector'; and 'before I go' reers to 'before I die'

3) Metaphor used for comparing thing that is prominent unlike, one thing to another thing. For example, cavalry's come for I have got period.

c. Phonetic distortion,

1) Clipping and abbreviation, they make the word to become shorter. Reducing long sentence to become the shorter one. For example, ladies for ladies room. Meanwhile, in abbreviation; BO for body odor.

2) Reduplication is expressing for repeating all or part of a word. For example, *jeepers Creeper* for Jesus Christ.

3) Distortion pronunciation, such as 'shoot', or 'shite', for 'shit'; 'fudge' for 'fuck'; 'cripes' or 'crusty' for 'christ'

The functions of using euphemisms (Alwasilah, 1999 p.46; Wardaugh, 2002 p.14) are:

1) A euphemism may be used substitute bad connotation of utterance

2) A euphemism may be used to protect someone or group of people (shame)

3) A euphemism may be used to replace the word to express the close meaning of the idea

4) A euphemism may be used as alternative for taboo word.

5) A euphemism may be used to neutralizing the unpleasant word

6) A euphemism may be used to protect personal name or group.

7) A euphemism may be used to explain or exaggerate

Qualitative research is examined in this paper. This approach refers to research procedures which produce descriptive data (Bogdan and Taylor, 1975 p. 4 and Bogdan and Biklen, 1998 p.29). In data collection, this study conducts a reading process, Noting, underling, Extracting data from the speech. To find out the records, the procedures proposed by Miles et al. (2014,p.7) is considered to be utilized in this paper.

Table 1 Example of data condensation process

No.	Speech	Reduced Data
1.	"I have always heard about the splendor of your country and the kindness of your citizens, but words do not do justice to the grandeur of this remarkable place and the incredible hospitality you have shown us from the moment we arrived." (00:41)	The incredible hospitality you have shown us from the moment we arrived.
2.	"King Salman: your father would be so proud to see that you are continuing his legacy – and just as he opened the first chapter in our partnership, today we begin a new chapter that will bring lasting benefits to our citizens." (01:21)	today we begin a new chapter that will bring lasting benefits to our citizens."

There are different methods for answering each research question based on the theory which is required. Below is the detail enlightenment of the way how to answer RQ-1, and RQ-2. The first research question, what types of euphemisms is found in this study, the analysis use theory of Rawson (1981). There are positive euphemism and negative euphemism.

For example:

Types of euphemism expression

Datum 1

"That is why I chose to make my first foreign visit a trip to the heart of the Muslim world, to the nation that serves as **custodian** of the two holiest sites in the Islamic Faith." (02:35 - 02:52)

The excerpt of datum one shows that Trump attempts to exaggerate the meaning of 'keeper' using the word 'custodian'. The datum one shows euphemistic term in the type of positive euphemism. He used the word "custodian" instead of "keeper" to sound more overstate. It is used for promote the nation of the hosting and alleviate feeling about to offend them. As seen from the datum (1) the speaker used the type of semantic change in the euphemism form, in the part of widening. He increases the level status of the host

FINDINGS AND DISCUSSION

The data have been taken from the original speech of Donald Trump in the American Arabic summit.

In answering the research questions, the writer will answer the study questions using different theories from each research question. The first explaining is focused on the types of euphemism that are found in Donald Trump's speech, it is using theory from Rawson, and Sebkova (2012 p.8). Followed by elucidation in the form of euphemism used on the speech, the next explanation is about the function of euphemism that Donald Trump used, it is using theory from of Wardaugh (2002 p.14).

The first analysis is based on Rawson's theory (1981) as the limitation to present the findings. There are two types, positive euphemism and negative euphemism. The finding of Euphemism in Donald Trump American Arabic summit speech as can be seen below:

Datum 1

*"That is why I chose to make my first foreign visit a trip to the heart of the Muslim world, to the nation that serves as **custodian** of the two holiest sites in the Islamic Faith."* (02:35 - 02:52)

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Datum 2

*"They have borne the brunt of the killings and the worst of the destruction in this wave of **fanatical violence**."* (10:15 – 10:23)

Euphemism creates in speech above. In the datum two, it can be seen that Trump tries to expand the word meaning of being rude. The datum two shows the euphemism expression on the word "fanatical violence". It is categorized as positive euphemism. Donald Trump uses the word "fanatical violence" to explain the worst thing that has been done by terrorist toward audience in involutes way. This means to express the idea in a round way or circuitous that suites as the type of circumlocution. Regarding the category of word class, this word is written as noun phrase. It is analyzed based on the syntactical categories. It is also have purpose as complete information in the sentence. It merges in the end of the sentence. This is arranged to avoid the taboo word which can be insult the certain people as the audience. The function of euphemism used in datum (2) is avoiding taboo word with replacement into the euphemism expression. The word of "fanatical violence" written instead of "terrorist brutality" to decrease the feeling of offends and insults of certain name of people. The speaker considered those words while conveying the content of speech. The utterances will be delivered vividly and carefully. Regarding the problem in 2017, that USA has made an order about anti-Muslim bigotry which makes citizens walk way along the street to protest the lawsuit about to reject the order and no Muslim ban in USA. Several leaders seem to deny the policy. It seems discrimination to the certain faith of people. Based on the (Society, 2019) MAS, Muslim American Society this step is very dangerous not only for the United State of America but also for the rest of the world as the politics relation have far reaching the global consequences. So,

in this moment President Donald Trump tries to persuade people for cooperate to against the terrorism. It is because separating the USA from Muslim citizens is not guarantee that United State will be safe from Terrorist acting. To get the agreement among the leaders who attend the meeting Trump organized the diction, it is quite important in this case, Trump said 'fanatical violence' instead of 'terrorist brutality'. It sound better to hear and it may be used for protect particular name or group of people of being offended.

1. Result Table Analysis of Euphemism Expression

No	Word or Phrase	Kinds		Euphemism Formation Devices						
		Po	Ne	Bor	Cir	Wid	Met	Abbr	Red	Dist
1.	magnificent	√				√				
2.	I am honored to be ….	√				√				
3.	I have always heard about the …	√				√				
4.	today we begin a ….	√					√			
5.	To the nation that…	√				√				
6.	Our vision is ……	√				√				
7.	We will make ….		√		√					
8.	America has suffered ….		√		√					
9.	They have borne t…	√			√					
10.	We now face a ……	√			√					
11.	The true toll of ISIS.	√							√	
12.	Muslim nations must be ….	√			√					
13.	To deny all …		√							
14.	their funding, and ….	√			√					
15.	behind every pair of ….	√			√					

Note
Pos : Positive euphemism
Neg : Negative euphemism
Bor : Borrowing
Cir : Circumlocution
Wid : Widening
Met : Metaphor
Abb : Abbreviation
Red : Reduplication
Dist : Distortion of Pronunciation

2. Result table analysis functions of euphemism.

No.	Function of Euphemism	Data of Euphemism	Type of Euphemism
1.	Euphemism may be used substitute bad connotation of utterance.	Datum 1	Positive Widening
		Datum 2	Positive circumlocution
		Datum 3	Positive circumlocution
		Datum 4	Positive circumlocution
2.	Euphemism may be used to protect someone or group of people of feeling shame.	Datum 5	Positive Metaphor
3.	Euphemism may be used as alternative for taboo word.	Datum 6	Positive circumlocution
4.	Euphemism may be used to neutralizing the unpleasant word.	Datum 7	Positive Abbreviation
		Datum 8	Positive circumlocution
5.	Euphemism may be used to protect personal name or group.	Datum 9	Positive widening
6.	Euphemism may be used to explain or exaggerate	Datum 10	Positive widening
		Datum 11	Positive widening
		Datum12	Positive widening
		Datum13	Negative widening
		Datum14	Negative circumlocution
		Datum 15	Negative circumlocution

As seen from the table above, that each types of euphemism can deliver certain message. This paper found 15 data contain euphemism. They are 12 the form of positive euphemism and 3 negative euphemism used by Trump in the American-Arabic summit speech. From that number, the most appear form of euphemism is using circumlocution which appears 7 times in the speech. Trump also tends to use widening form of euphemism with number of 5. From the data is also known that the form of metaphor is likely to use by Donald trump. It appears once as many as the form of abbreviation. The data explains that Donald Trump is possible to use several form of euphemism expression on his speech during the politic occasion.

Furthermore In the function of Euphemism may be used to explain or exaggerate denotes that happens in several types of euphemism. There are three types of positive widening and one negative widening formulated in this function. It is also two negative circumlocution formulated in this function. Those all are constructed to exaggerate the meaning of particular statement. In the second function of Euphemism may be used substitute bad connotation of utterance. In this function three positive circumlocutions and one positive widening are happened. Thus, it constructed to avoid the word of taboo in the speech. The next function is euphemism may be used as alternative for taboo word. It happens once in the type of positive circumlocution. It delivered the message to avoid the word of taboo. In the function of euphemism may be used to protect personal name or group. It occurs once in the type of positive widening. It used to protect the particular part that includes the participant of the summit. In the function of euphemism may be used to neutralizing the unpleasant word. It found twice in the speech in the type of positive circumlocution and positive abbreviation. Avoiding the word of taboo using another word which formed by euphemism. The last function that occurs in the speech of using euphemism may be used to protect someone or group of people of feeling shame. It happens once in the type of positive metaphor. It used to neutralize the word for achieving the speaker's goal.

CONCLUSION

From all data analysis that have formulated, it found several euphemism expression used by Donald Trump in American-Arabic summit speech. Referring the data, the writer found (4) four forms of euphemisms. Those forms are; circumlocution, widening, metaphor and abbreviation. This study also found positive and negative form of using euphemism. 3 data includes of negative and 12 data is categorized as positive euphemism. Negative euphemism is used less in this speech because

the theme in the summit speech is for bilateral. As seen from the data, the writer conclude that 14 data in the forms of semantic change and one that formed by abbreviation. Furthermore, Semantic change in the type of circumlocution is mostly found in the Donald Trump' speech. The use of circumlocution is worthy in order to allow people accept the set of information in pleasant way and it is about to avoid the word of taboo.

It conclude that there are six functions that used to express the euphemism term such as it used to substitute bad connotation of utterance, it may be used to explain the idea or exaggerate and the other, or to protect personal name or group. Moreover, euphemism expression that used in Donald Trump speech also has the function as neutralizing the unpleasant word or the alternative of taboo word. Therefore, the function of gloss-over is mostly found. It attempts to neutralize the unpleasantness. Based on the syntactical categories, the euphemism expression used in the speech of Donald Trump is mostly applied noun phrase. It found 10 times. The other syntactical category is found in the form of noun, which appears 4 times, and once in the form of verb. Those are used to deflect the audience attention. To create a warm atmosphere which achieves the leader's believed in order to gain coalition among the leader.

SUGGESTION

The writer hopes this thesis could give contribution to the further writers who want to develop and conduct the study that has same topic of euphemism. Yet, this thesis is still far from perfection. It is because there are several flaws and mistakes may be found inside the thesis during process of working. This study focuses in analyzing the form and function of euphemism in spoken language about Donald Trump speech in American-Arabic summit speech. The writer suggests the next writer to study euphemism in other website "object" or in the form of written language. In order to analyze data, the next writer may use other recent theory which different from this thesis to gain the more updated information of the related topic. It is also hoped that for further writer not only focus in the forms and functions, but also in another aspects of problems.

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