

**EUPHEMISM IN CABLE NEWS NETWORK (CNN)
YOUTUBE CHANNEL: COVID-19 RELATED NEWS**

THESIS



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CHANNEL: COVID-19 RELATED NEWS**

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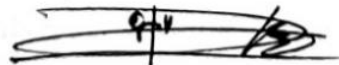
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ABSTRACT

Syahputri, Nabiilah Octavia. (2023). *Euphemism in Cable News Network (CNN) YouTube Channel: COVID-19 Related News*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisor: Prof. Dr. A. Dzo'ul Milal, M.Pd

The researcher analyzed the euphemisms of Cable News Network (CNN) YouTube channel in the news related to COVID-19 and aims to investigate two questions: 1. What are the types of euphemism used in CNN COVID-19 related news; 2. What are the functions of euphemism used in CNN COVID-19 related news?

The study was applied in a descriptive qualitative. The data in this study were collected from selected news uploaded by the CNN YouTube Channel from January to February 2022. The researcher collected the data by finding the news uploaded in CNN YouTube channel through Google.com to make it easier by narrowing the time range from January to February 2022. The selected news was then watched several times and at the same transcribed each one of the news. The researcher then read the transcription while watching the news and trying to detect the euphemism type uttered by the reporter of the CNN then find the function of each euphemism. The type of euphemism is based on Warren (1992) theory, and the function of euphemism is based on Burrige (2012) theory.

This study reveals that metaphor and implication are the 2 most dominant types of euphemism types used in CNN YouTube COVID-19 news. Out of 39 euphemisms found it consist of 1 compounding, 1 loan word, 1 particularization, 9 implications, 11 metaphors, 6 metonyms, 3 overstatements, 5 understatements, and 2 reversals. The researcher also finds the 10 provocative functions of euphemism, 16 protective functions of euphemism, 1 ludic functions of euphemism, 10 uplifting functions of euphemism, 2 underhand functions of euphemism, however the only function that didn't appear in the news is the cohesive function.

Keywords: Euphemism, news, CNN, YouTube, COVID-19, Warren's theory of euphemism, Burrige's function of euphemism

ABSTRAK

Syahputri, Nabilah Octavia. 2023. *Eufemisme dalam Saluran YouTube Cable News Network (CNN): Berita Terkait COVID-19*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya.
Pembimbing: Prof. Dr. A. Dzo'ul Milal, M.Pd

Peneliti menganalisis eufemisme dalam saluran YouTube Cable News Network (CNN) dalam berita yang berkaitan dengan COVID-19 dan bertujuan untuk menyelidiki dua pertanyaan: 1. Apa jenis eufemisme yang digunakan dalam berita CNN yang berkaitan dengan COVID-19?; 2. Apa fungsi eufemisme yang digunakan dalam berita CNN yang berkaitan dengan COVID-19?

Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data dalam penelitian ini dikumpulkan dari berita terpilih yang diunggah oleh Saluran YouTube CNN dalam rentang waktu Januari hingga Februari 2022. Peneliti mengumpulkan data dengan mencari berita yang diunggah di saluran YouTube CNN melalui Google.com untuk memudahkan pencarian dengan membatasi rentang waktu dari Januari hingga Februari 2022. Berita terpilih kemudian ditonton beberapa kali dan pada saat yang sama ditranskripsi. Peneliti kemudian membaca transkrip sambil menonton berita dan mencoba mendeteksi jenis eufemisme yang diucapkan oleh reporter CNN dan menemukan fungsi dari masing-masing eufemisme tersebut. Jenis eufemisme didasarkan pada teori Warren (1992) dan fungsi eufemisme didasarkan pada teori Burr ridge (2012).

Penelitian ini mengungkapkan bahwa metafora dan implikasi adalah dua jenis eufemisme yang paling dominan yang digunakan dalam berita COVID-19 di saluran YouTube CNN. Dari 39 eufemisme yang ditemukan, terdiri dari 1 penggabungan kata, 1 kata pinjaman, 1 pengkhususan, 9 implikasi, 11 metafora, 6 metonimi, 3 hiperbola, 5 litotes, dan 2 ironi. Peneliti juga menemukan 10 fungsi provokasi, 16 fungsi melindungi, 1 fungsi menghibur, 10 fungsi penyemangat, dan 2 fungsi rahasia/kecurangan. Namun, fungsi yang tidak muncul dalam berita adalah fungsi kohesif

Kata Kunci: Eufemisme, berita, CNN, YouTube, COVID-19, teori eufemisme Warren, fungsi eufemisme Burr ridge

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