



Euphemisms and Dysphemisms in Netizens' Comments on Instagram Accounts @Sherlyannavita

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Abstract

This study aims to (1) find out the meaning of euphemisms and dysphemisms, (2) find out the function of euphemisms and dysphemisms in the Instagram comment column @sherlyannavita. This study uses sociolinguistic studies to examine various sources of meaning and function. This research is qualitative research. The method used in this study is descriptive analysis. The source of data in this study is comments on @sherlyannavita Instagram accounts with political themes in posts in September and October 2023. This research data is in the form of expressions or expressions classified as euphemisms and dysphemisms. Data collection techniques in the form of listen and record techniques. The analysis method used is in the form of referential padan techniques. Presentation of research results using informal methods. The results of this study were in the form of 25 euphemism expression data with associative meanings and functions to smooth speech. While the expression of dysphemism there are 28 data on the expression of dysphemism with associative and conceptual meanings, while its functions are in the form of ridicule, expressions of irritation, and expressions of disapproval.

Keywords: *Disfemisme; Eufemisme; Fungsi; Makna*

Introduction

Semantics is a branch of linguistics that studies the meaning of words and their changes. The change in question is the change in meaning that occurs when the word is placed in the sentence. Ronnie Cann in Suhardi (2015: 16) argues that "Semantics is the study of meaning and linguistic semantics is the study of meaning as expressed by the word, phrases, and sentences of human languages". The view expressed by Cann emphasizes semantics as an object of study related to the science of meaning and linguistics in relation to the meaning of words, phrases, and sentences. Semantics as a science that studies meaning is also related to the condition or context of something stated in a sentence. Knowing the

meaning certainly requires a high level of understanding, so efforts in interpreting a word must be done solemnly and must be based on relevant theories.

Euphemisms are expressions that do not offend others, are subtle and are used to replace references that if felt insulting, offensive, or suggestive something unpleasant Keraf (2007: 132). The use of this euphemism is none other than to provide a comfortable feeling for the target of speech. This is in line with Bowers & Pearce (2011: 2) that the existence of euphemism language is motivated by self-emotion to be able to control and motivate someone in terms of behavior, thoughts, and speech goals to avoid discomfort.

Some of the reasons why euphemisms are used are as follows: (a) to express a taboo, which is impossible to mention clearly; (b) to replace prohibited words. The presence of euphemisms, such words allow to be understood; (c) try to avoid using expressions that contain taboo objects (Schmidt, 2001: 1). According to Brockhaus Enzyklopädie (Zöllner, 1997: 92-93), euphemisms are used to express things that hurt, insult, or cause fear because of extreme reverence, to avoid the use of magical words.

Dysphemism is understood as forms of expression of statements that are disrespectful or tabooed, for example the use of the word thief for people who like to take what does not belong to them (Wijana and Rohmadi 2011; Sadikin, 2011:159). According to Allan and Burrige (1991: 27) dysphemism can be used to talk about opponents, show one's disagreement about something, talk about something that is looked down upon, and insult someone. This expression of dysphemism is considered to have the potential to have a negative impact. Expressions of dysphemism can be in the form of insults, insults, harsh words used to describe or talk about someone who is hated by the speaker so that it can hurt the listener.

Both aspects can be said to be expressions or expressions. But these euphemisms and dysphemisms are not just expressions, but also have an impact on their meaning. So in the realm of semantics, the formation of meaning occurs due to expressions seen from a subtle and crude use of language related to the presence or absence of relationships with other things, as well as references used by speakers in the form of expressions. When someone uses refined and refined language, not necessarily the person who receives it can understand the language well, so there is often the emergence of other meanings that have a specific purpose. Relating to the issue of very broad meaning, in this study meaning analysis is limited based on the type of conceptual meaning and associative meaning. Conceptual meaning is meaning that corresponds to its true meaning and is free from association or association with anything else outside language. This conceptual meaning can be equated with referential meaning, denotative meaning, and lexical meaning because the meaning is clear. While associative meaning is the meaning of a word that has a relationship with circumstances outside the language (Chaer, 2013: 72). This meaning is certainly inseparable from referents as relationships outside language. The reference to the formation of meaning is a reference to objects or animals, body parts, professions, diseases, activities, events, and circumstances.

In addition to meaning, of course, euphemism and dysphemism expressions have their respective functions. The function of euphemisms according to Wijana and Rohmadi (2011: 88), has 5 kinds of functions, namely as a tool to smooth speech, as a tool to keep something secret, as a tool for diplomacy, as an educational tool, as a means of repelling danger. The functions of dysphemism according to Handayani (2020: 138) include ridicule (insulting, degrading, insinuating), expressing irritation, showing disapproval, showing emotions (admiration or pleasure).

The researcher's interest in studying euphemisms and dysphemisms in the Instagram comment column @sherlyannavita based on each upload of the account generally invites various responses from netizens which are expressed in the form of various comments. The @sherlyannavita Instagram upload has

various themes, from social, political, and even Sherly also very often uploads motivational posts. In this study, researchers will focus on netizens' comments in political-themed posts, because as we know the country of Indonesia is hotly discussing the issue.

A similar study has been conducted by Handayani (2020) entitled "The Function of Using Dysphemism in the Comments Column of @Officialkvibes Instagram Account". The results showed that the function of using dysphemism in the comment column of @officialkvibes Instagram account was the function of ridicule (insulting or demeaning, sarcasm), the function of showing irritation, the function of showing disapproval, and the function of showing other emotions (admiration, pleasure).

This study has similarities and differences with previous studies. The equation lies at the heart of the study, namely dysphemism. But the difference with the study lies in the object and purpose of the study. This study used Instagram objects @sherlyannavita with the aim of research to describe and analyze the meaning and function of euphemisms and dysphemisms in the Instagram comment column @sherlyannavita, while previous studies only examined the function of dysphemism expressions in the comment column of the Instagram account @officialkvibes.

Based on this background, the expression of euphemisms and dysphemisms is interesting to study more deeply with semantic studies. The purpose of this study is (1) to know the meaning of euphemism and dysphemism expressions, and (2) to know the function of euphemism and dysphemism expressions in the comment column of @sherlyannavita Instagram posts with political themes.

Method

This research is a qualitative descriptive research. Qualitative research as a research procedure that produces descriptive data in the form of written or spoken words of people and observable behavior (Muhammad, 2011: 9). This study uses semantic studies to examine various sources of meaning and function.

The source of data in this study is comments on @sherlyannavita Instagram accounts with political themes in posts in September and October 2023. This research data is in the form of expressions or expressions classified as euphemisms and dysphemisms. The techniques used in the process of obtaining and collecting research data are listening techniques and recording techniques. According to Mahsun (2017: 92) listening techniques are used to obtain data by listening. The recording technique is used to avoid the risk of forgetting the data that has been obtained (2017: 93).

Data analysis techniques in this study use several steps as follows. (1) Looking for political-themed posts on @sherlyannavita Instagram account, (2) Searching and copying data classified as euphemisms and dysphemisms, (3) Grouping and describing euphemism and dysphemism data according to their meaning, (4) Grouping and describing euphemism and dysphemism data according to their functions, (5) Verifying and inferring from the results of data analysis.

Result

Meaning and Function of Euphemisms and Dysphemisms in Netizens' Comments on @sherlyannavita Instagram Account

In this discussion, several data results were found that describe euphemism and dysphemism expressions in the comment column of netizens on the @sherlyannavita Instagram account with the following meanings and functions.

Table 1. The meaning and function of euphemistic expressions in netizens' comments on Instagram accounts @sherlyannavita

Expression	Meaning	Function	Data
Eufemism	Conceptual Meaning	Refining Speech	0
		Keep things secret	0
		Diplomacy	0
		Education	0
		Harm repellents	0
	Associative Meaning	Refining Speech	25
		Keep things secret	0
		Diplomacy	0
		Education	0
		Harm repellents	0

Table 2. The meaning and function of dysphemism expressions in the comments column of netizens on the Instagram account @sherlyannavita

Expression	Meaning	Function	Data
Disfemism	Conceptual Meaning	Scorn	14
		Expressing annoyance	8
		Show disagreement	2
		Showing emotions	0
	Associative Meaning	Scorn	3
		Expressing annoyance	0
		Show disagreement	0
		Showing emotion	0

Discussion

Euphemistic Expression on Netizen Comments on @Sherlyannavita Instagram Account

Replacing a coarse form of speech with a subtle value is interpreted as a euphemism. In addition, euphemisms can be used to embellish or beautify conversations. This aims to avoid disagreements that often occur due to rude speech used when communicating with someone. In euphemism expressions, 25 data were obtained with associative meanings with the function of smoothing speech. The explanation is as follows.

Data (1)

Konteks: Pemanggilan Cak Imin oleh Komisi Pemberantas Korupsi beberapa hari setelah dideklarasikan sebagai calon wakil presiden Anis Bawedan.

Penutur: @ettysus60

*Tuturan: Betul..kita tantang... kinerja KPK...jangan **tebang pilih** kalau kerja.*

English Translation

Data (1)

Context: The summoning of Cak Imin by the Corruption Eradication Commission a few days after being declared as Anis Bawedan's vice presidential candidate.

Speakers: @ettysus60

Speech: That's right. we challenge... KPK's performance... Don't cut down the choice if you work.

In the euphemism expression data above, there is a euphemism expression in the form of **selective cutting** phrases. The phrase according to the Big Indonesian Dictionary (KBBI) means to cut and choose. The phrase selective cutting is included in euphemistic expressions that mean associative with references to objects. The phrase when viewed directly refers to plants. But if it is related to the context of the sentence, the phrase has the meaning of discrimination, favoritism, and can also be interpreted as picky. The use of selective cutting words in the sentence serves or is used to smooth speech. When viewed from the sentence as a whole, the expression confirms that @ettysus60 comment on the performance of the KPK (Corruption Eradication Commission) which is considered favoritism.

Data (2)

Konteks: Pemanggilan Cak Imin oleh Komisi Pemberantas Korupsi beberapa hari setelah dideklarasikan sebagai calon wakil presiden Anis Bawedan.

Penutur: @firmansyahjoko29

Tuturan: Rakyat sudah tidak heran sebenarnya, yang tidak satu kolam langsung

Disikat

English Translation

Data (2)

Context: The summoning of Cak Imin by the Corruption Eradication Commission a few days after being declared as Anis Bawedan's vice presidential candidate.

Speakers: @firmansyahjoko29

Speech: The people are no wonder actually, which is not a direct pool Brushed

In the euphemism expression data above, there is a euphemism expression in the form of **a pond** and **brushed**. The phrase one pool belongs to the associative meaning with reference to objects, while the word brushed refers to activity. In that sentence, the phrase one pond and brushed has a different meaning. When viewed from the context of the sentence, one pool means one party, while brushed means probed. The use of the word one pond and brushed in the sentence serves or is used to smooth the speech so that it does not look too clearly satirical of a person or his party. If viewed thoroughly and related to the context, @firmansyahjoko29 comment means that the people are no longer surprised, that not one party is immediately investigated for its cases.

Data (3)

Konteks: Pemanggilan Cak Imin oleh Komisi Pemberantas Korupsi beberapa hari setelah dideklarasikan sebagai calon wakil presiden Anis Bawedan.

Penutur: @hairulazhar2165

*Tuturan: Komisi Pemberantas Korupsi (KPK) sekarang sudah tidak independen alias bisa **disetir** rezim penguasa.*

English Translation

Data (3)

Context: The summoning of Cak Imin by the Corruption Eradication Commission a few days after being declared as Anis Bawedan's vice presidential candidate.

Speakers: @hairulazhar2165

*Speech: The Corruption Eradication Commission (KPK) is now not independent or can be **driven** by the ruling regime.*

In the euphemism expression data above, there is a euphemism expression in the form of **driving**. The word driven belongs to the associative meaning with reference to objects. In that sentence, the word driven has a different meaning. When viewed from the context of the sentence, being driven means being controlled. The use of the word driven in the sentence serves or is used to smooth the speech so that it does not appear too obvious to satirize a person or his party. If viewed thoroughly and related to the context, @hairulazhar2165 comment means that the Corruption Eradication Commission (KPK) is currently no longer independent or in other words can be controlled by the government in power.

Data (4)

Konteks: Ganjar Pranowo selaku calon presiden Indonesia muncul dalam tayangan video azan di televisi.

Penutur: @muhamad.faizal7

*Tuturan: Benar sekali kak. Gimana jadinya jika Pak Anies yang ada ditayangan azan? Bisa **digoreng** 7 hari 7 malam*

English Translation

Data (4)

Context: Ganjar Pranowo as Indonesia's presidential candidate appeared in a video call to prayer on television.

Speakers: @muhamad.faizal7

*Speech: That's right, sis. What would happen if Mr. Anies was shown the call to prayer? Can be **fried** 7 days 7 nights*

In the euphemism expression data above, there is a euphemism expression in the form of **fried**. The word fried belongs to the associative meaning with reference to objects. In that sentence, the word fried has a different meaning. When viewed from the context of the sentence, fried means being used as a topic of conversation in a negative context. The use of the word fried sentence serves or is used to smooth the speech so that it does not look too obvious to satirize a person or his party. When viewed thoroughly and related to the context, @muhamad.faizal7's comment means, What would happen if Mr. Anies, who

incidentally is a presidential candidate, was on television azan? This will certainly be the subject of discussion or discussion that is carried out continuously for a long time.

Data (5)

Konteks: Putusan Mahkamah Konstitusi disambut kemarahan oleh masyarakat dikarenakan putusan tersebut dianggap tidak adil.

Penutur: @_qoubul

*Tuturan: Gampang di tebak, kelemahan Gerindra sudah kebaca, putaran pertama **gemukkan** koalisi prabowo bikin kesan seolah-olah semua partai dukung dia.*

English Translation

Data (5)

Context: The Constitutional Court's decision was met with anger by the public because the ruling was considered unfair.

Speakers: @_qoubul

Speech: Easy to guess, Gerindra's weakness has been read, the first round fattening Prabowo's coalition makes it seem as if all parties support him.

In data (5) of the euphemism expression above, there is a euphemism expression in the form of the word **fat**. The word fat belongs to the associative meaning with reference to body parts. But in that sentence the word fat does not refer to limbs, but refers to a party. In that sentence, the word fat has the meaning of raising. The use of the word fat in the sentence serves or is used to smooth the speech so that it does not look too obvious to satirize a person or his party. If interpreted thoroughly and related to the context, the @_qoubul comment means that the party's game is easy to guess, the weakness of the Gerindra party has been seen, the first round of raising Prabowo's coalition to impress all parties support him.

Dysphemism Expression on Netizen Comments on @Sherlyannavita Instagram Account

Dysphemisms are understood as forms of expression of statements that are disrespectful or tabooed. Taboo words are considered inappropriate to say, especially if they are done in the public domain. So that this form of expression dysphemism is considered to have the potential to have a negative impact. In the expression of dysphemism, 28 data were obtained with associative and conceptual meanings, with the functions of ridicule, expressing irritation, and expressing disapproval. The explanation is as follows.

Data (1)

Konteks: Putusan Mahkamah Konstitusi disambut kemarahan oleh masyarakat dikarenakan putusan tersebut dianggap tidak adil karena dirasa menguntungkan satu pihak.

Penutur: @mqadriimran

*Tuturan: **SERAKAH JABATAN TURUN MENURUN***

English Translation

Data (1)

Context: The Constitutional Court's decision was met with anger by the public because the ruling was considered unfair because it was considered beneficial to one party.

Speakers: @mqadriimran

Speech: GREEDY DEPARTMENT DOWN AND DOWN

In data (2) of the expression dysphemism above, there is an expression of dysphemism in the form of the word **greedy**. The word greedy belongs to expressions that have conceptual meaning with reference to activity. The word greedy means always wanting to have more than you have, greedy, and greedy. If interpreted thoroughly and related to the context, @mqadriimran comment means wanting to have more positions than those held for generations. The use of the word greedy written in capital letters adds a rude impression to the comment. Such @adang12062018 comments serve or are used to ridicule those who are perceived to be greedy for office.

Data (2)

Konteks: Pemanggilan cak imin oleh Komisi Pemberantas Korupsi (KPK) beberapa hari setelah dideklarasikan sebagai calon wakil presiden Anis

Penutur: @adang12062018

Tuturan: Neng Sherly.....Bilangin sama KPK, jangan pura2 buta dan tuli.... Capresnya sebelah jelas2 loh disebut2 dalam kasus E-KTP... KPK punya nyali nggak

English Translation

Data (2)

Context: The summoning of cak imin by the Corruption Eradication Commission (KPK) a few days after being declared as Anis' vice presidential candidate

Penutur: @adang12062018

Speech: Neng Sherly..... Tell the KPK, don't pretend to be blind and deaf.... The candidate next door is clearly mentioned in the case of E-KTP... The KPK has no guts

In data (2) of the expression of dysphemism above, there are expressions of dysphemism in the form of the words **blind** and **deaf**. The words blind and deaf are included in the expression of dysphemism which has a conceptual meaning with reference to disease. The word blind means unable to see because there is damage to the eye, while deaf cannot hear because there is damage to the ear. However, if interpreted thoroughly and related to the context, @adang12062018 comment asked Sherly to convey to the KPK not to close their eyes and ears so that they could see and hear, so that they could investigate corruption cases of other presidential candidates. The choice of the words blind and deaf is used to seem rude. The @adang12062018 comments serve or are used to express his irritation with the KPK which is considered unfair in investigating corruption cases.

Data (3)

Konteks: Ganjar Pranowo selaku calon presiden Indonesia muncul dalam tayangan video azan di televisi.

Penutur: @esh237

*Tuturan: yg bilang kacung Anis, kok begitu ya kata-katanya, Seperti **tak beradab***

English Translation**Data (3)**

Context: Ganjar Pranowo as Indonesia's presidential candidate appeared in a video call to prayer on television.

Speakers: @esh237

*Speech: who said Anis's lackey, how come his words, Like **uncivilized***

In data (3) of the expression dysphemism above, there is an expression of dysphemism in the form of an **uncivilized phrase**. Uncivilized phrases belong to expressions of conceptual meaning with reference to activity. The phrase uncivilized means not having civility, not having good language, not being polite to someone. The phrase was thrown by @esh237 to express his disapproval of the person who said Anies lackey. The owner of the account expressed his disapproval by saying that the person has no adab. This phrase when heard by someone will certainly make people offended because the diction used seems rude. So it can be said that @esh237tersebut comment serves or is used to express its disapproval of comments that vilify Anis.

Data (4)

Konteks: Ganjar Pranowo selaku calon presiden Indonesia muncul dalam tayangan video azan di televisi.

Penutur: @israharif

*Tuturan: bisa apa sama rezim yg **melabrak** segala aturan dan etika*

English Translation**Data (4)**

Context: Ganjar Pranowo as Indonesia's presidential candidate appeared in a video call to prayer on television.

Speakers: @israharif

*Speech: what can be the same as a regime that **breaks** all rules and ethics*

In data (4) of the expression dysphemism above, there is an expression of dysphemism in the form of the word **crash**. The word melabrak is included in the expression dysphemism which means associative with reference to activity. The word melabrak means to beat irregularly, shout, and attack the enemy. However, when viewed thoroughly, the meaning of the word hit is different according to the context of the sentence. If interpreted as a whole, @israharif comment means that it cannot fight a regime that strikes against all rules and ethics. The words hit and hit both have a negative and rude taste. So that the use of both will still cause a rude impression. Such @israharif comments serve or are used to ridicule those who are perceived to be greedy for office.

Data (5)

Konteks: Ganjar Pranowo selaku calon presiden Indonesia muncul dalam tayangan video azan di televisi.

Penutur: @honoror_abadi

Tuturan: Ouw. Kalo pak Anies yang berbuat AUTO BUZZERP GERCEP **BACOTIN** PAKE RASIS 1X24 JAM SELAMA 7 BULAN PURNAMA

English Translation**Data (5)**

Context: Ganjar Pranowo as Indonesia's presidential candidate appeared in a video call to prayer on television.

Penutur: @honoror_abadi

*Speech: Ouw. If Mr. Anies who does AUTO FAST MOTION BUZZER **BACOTIN** 1X24 HOURS RACIST FOR 7 FULL MOONS*

In data (4) of the expression dysphemism above, there is an expression of dysphemism in the form of the word **bacotin**. The word bacotin is derived from the word bacot which means mouth. The mouth is a limb device used for speech. The word bacot is an expression of annoyance directed at others when feeling angry. The same thing was done by @honoror_abadi who expressed his frustration with the buzzer or supporters of one of the candidates. If interpreted as a whole, the comments on this data mean that if Mr. Anies does the same thing as other presidential candidates, supporters of opposing presidential candidates will move quickly to comment on it for 7 full moons. The word bacotin has a negative and rude taste. So that the use of the word will still cause a rude impression. The @honoror_abadi comment serves or is used to ridicule the buzzers who are perceived to move quickly if Anis makes a mistake.

Conclusion

Based on the results and discussion of this study, it can be concluded in netizens' comments on Instagram posts @sherlyannavita in September and October obtained 25 euphemism expression data and 28 dysphemism expression data. The grammatical unit forms of euphemisms and dysphemisms in netizens' comments on @sherlyannavita Instagram account are words and phrases. Euphemism expressions in the Instagram comment column @sherlyannavita have associative meanings, while dysphemism expressions have conceptual meanings and associative meanings with more dominant conceptual meanings.

In the function of euphemisms and dysphemisms contained in the comments of @sherlyannavita post, it was found that the function of euphemism expression was to smooth speech, while the function of dysphemism expression was found in the form of ridicule, expressions of irritation, and expressions of disapproval. The dominant function is ridicule, then the expression of irritation, and finally the expression of disapproval.

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