Euphemism in the Instagram Captions of *Lambe Turah*: A Semantics Approach

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Article Info	Abstract
	Lambe turah as the most popular anonymous accounts on social media in Instagram, discusses celebrity life and viral events, demanded avoid misinterpretation or any lawsuits to prevent of losing their face. To avoid it, Lambe Turah used euphemism. Through semantic approach, this study attempts at analyzing the types of euphemism in Lambe Turah Instagram captions. The study was conducted using a descriptive qualitative method and the data used were the written words that appeared in Lambe Turah Instagram captions. The result of this study shown that the most frequently types of euphemism were found was clipping. In conclusion, euphemism not only continually renames items and repackages them to "better" the sound, but also deals with the customs of language that the main function is to avoid someone losing their face. In over all, the use of euphemism in public especially in social media is increasingly demanded avoid misinterpretation or any lawsuits to prevent face loss, and also helpful to hide the harmful truth.

INTRODUCTION

Taking language for granted as a tool of interaction, people did not merely think about what to say but also how to say. In regard to how to say the words, it deals with certain techniques that could make people continue to say certain things that they did not want to speak about. Certain things were not said because they cannot be said or people did not want to talk about it and even those things were being talked about, they were being talk about in very roundabout ways (Wardhaugh, 2006). It means people can still talk about something forbidden, but by using the other ways that are smartly and delicately called euphemism. Euphemism allows people to keep saying what they do not want to speak directly without losing their faces (Allan & Burridge, 1991).

In daily life, language can be used in spoken and in written form (Chafe,

1994). In this case, newspapers, magazines, letters and also social media contain written forms of language to give people information. Unarguably, social media is one of the richest sources of information. People can share their opinions on the social platform that is having great influence today. Social media has been flourishing into many platforms such as Facebook, Twitter, and Snapchat, Instagram. From all these platforms, Instagram can be said as one of the most famous social media photo postings that have dominated the youth's attention over the past decade with its unique feature of being the first-ever photo-sharing application (Desai & Han, 2019). Moreover, Instagram also adds a caption section to explain the photo's posts. This caption could help the photos more interesting. It can be said that the caption also affects someone's photos. So, those who have many followers in their Instagram account have to be more careful in making captions. They usually use an explicit expression which is polite and delicate to express their feeling.

One example of an Instagram account that has many followers who usually use polite way in their caption is Lambe Turah. Lambe Turah is one of the most popular anonymous accounts on social media such as Instagram that discusses celebrity life and viral events. In writing caption about hot gossip, Lambe Turah used euphemism to avoid something bad to say to the public. Sometimes the use of euphemism in Lambe Turah caption did not convey a real meaning that makes the reader have to think for himself what the actual meaning of the sentence is. As McChesny (2004) has been said in his book, the media do not actually tell you what to think, but they tell you what to think about and how to think about it.

The use of euphemism in public especially in social media is increasingly demanded avoid misinterpretation or any lawsuits so that its types and functions are significant realize in language. This is why the writer is interested to do the research about this topic. To make this study more interesting, the writer has chosen Lambe Turah as the data to investigate. Lambe Turah can be said as the first gossip account in Instagram that has been popular since 2015. The popularity was caused by the speed of them in sharing the latest hot gossip about the lives of actors or the issues in Indonesia that are always accompanied by evidence. Their popularity has given them wide followers which make this account becoming the center of people's attention who like gossip account. It has been said before that the contents of this gossip account make it become attention which always

presents hot issues, especially Indonesia's issue. When it comes to news of someone in trouble, this gossip account uses phrases or sentences that are denotative and connotative that should convey an emphatic and sympathetic attitude.

Semantics cannot be wiped from people life because it has an important role to communicate in everyday life. There are many experts that have defined the understanding of semantic but in general, semantic can be defined as the study of meaning. As Allan (2019) has mentioned that semantics is the study and representation of meaning in every kind of constituent and expression (from morph to discourse) in human languages, and also of the meaning relationships among them. From the definition above, euphemism seems to have close relationship with semantic. It can be proved by a new meaning of words containing euphemism. Euphemism is a part of semantic because euphemism is a way of conveying the intents of the talk by sublimate the meaning. Allan Keith also explained about euphemism as an alternative to a negative expression to avoid possible loss of face, either on one's face or by offending (Allan, 2012).

There have been many studies used euphemism as their topic. Hamidah Abdul Wahab and Khazriyati Salehuddin have done their study in 2020 about the analysis of the divorce euphemisms in Sarawak Malay community from a cognitive semantic analysis. The data was analyzed by using the framework of Image Schemas, Conceptual Metaphors, and Metonymy within the Idealized Cognitive Models (ICMs) by Lakoff (1987). Other researches have been done by Sameer Naser Olimat in 2020 that used euphemism in his study to analyze daily COVID-19 conversations of Jordanian. The researcher focused on finding most types of euphemism used by Jordanian when they were talking about COVID-19. The writers used Allan and Burridge (1991) together with Warren's model of euphemism (1992) to classify the types of euphemism used by Jordanians.

Different from several previous studies that have been explained above, in this current study, the researcher analyzed the euphemism in Instagram caption of social media that based on Allan and Burridge theory. This study also focused on analyzing the data by using a semantic approach.

Types of Euphemisms

In the Allan and Burridge (1991) book, entitling Euphemism & Dysphemism Language Used as Shield and Weapon classifies euphemism into sixteen forms.

They are:

1) Figurative Expressions

   Figurative is used in a way that is different from the usual meaning to create a particular mental image. Figurative expressions are problematic because they are conveyed indirectly. Some words sound very universal, their use is usually very indirect and they are difficult to understand unless the context is clear. Some euphemisms are expressed indirectly through speech figures. Example: go to the happy hunting grounds means "die"

2) Metaphor

   Metaphor is an expression often found in the literature that describes a person or object by referring to something that is considered to have similar characteristics to that person or object. Example: The miraculous pitcher that holds water with the mouth downwards >> vagina

3) Flippancy

   Flippancy is the meaning beyond the statement and it shows that you don't take something as seriously as other people think you should. Example: Kick the bucket >> die

4) Remodeling

   Remodeling is something to change the structure or shape. Remodeling is usually used as a substitute for taboo words. Remodeling is the sound of words that can be changed to hide something offensive. Example: Basket >> bastard

5) Circumlocutions

   Circumlocutions is smoothing a word by using some of the longer words and indirect. Example: Little girl's room >> toilet

6) Clipping

   Clipping can namely be cutting, being short or brief. According to Allan and Burridge (1991) means shortening the dysphemistic word to make negative associations less noticeable. Example: Bra >> brassiere

7) The acronym

   Allan and Burridge (1991) define acronyms as a combination of the initial letters or the taboo phrase into a single word, a word created from the first letters of the words that make up the name of something.

Example: Comm >> complete monumental military fuck up

8) Abbreviations

   The abbreviation shall be pronounced by letter. Abbreviations are shortened by a word. Example: S.O.B. >> son of a bitch

9) Omission

   The omission is a word that was not included. The omission is the letter of the word taboo after the first word. Example: I need to go >> I need to go to the lavatory

10) One for one substitution

   One for one substitution is the substitution of a word class or function. It could be done by using a preposition that is used to indicate a direction, to refer to a part of the human body. Example: Bottom >> ass

11) Hyperbole

   Hyperbole is a common euphemistic device in obituaries an epitaphs to allow those left alive to cope with the pain of death and fear of dying. Example: Flight to glory >> death

12) Understatement

   Understatement is a statement that makes something less important, impressive, serious and so on than it is. Example: Genitals, bulge, etc >> thing

13) Euphemism Through Borrowing

   The use of foreign language (Latin, France, English, etc.) is considered to counteract taboo terms such as bodily effluvia, sex, and the associated acts and bodily organs. Examples: The use of perspire instead of "sweat", expectorate instead "spit", defecate and feces instead of "shit", genitals of "sex organ", vagina instead of "cunt".

14) Colloquial

   Colloquial is a phrase used in daily conversation, but not in formal speech or writing. Sometimes people use this colloquial word to refer to something else that, if said, sounds unpleasant. Example: Period refers to "menstruation".

15) Jargon

   Jargon is a noun for specific groups of words and expressions. The functions of jargon are to serve as a technical or specialized language

for accurate and economic communication and to encourage community unity and to exclude, as out-groupers, those who don't use jargon. Jargons are only used by people in unusual or specialized circumstances because they are the only ones who understand. Example: Glossing (Education Jargon).

16) General For Specific

General for specific euphemism or 'metonymy' uses a systematic body to refer to a part of it. Metonymy expresses contiguity, possession, gradation, closeness. The important thing here is to be part of the same group. Example: Ladies room" is used to euphemize "toilet".

From the explanation above, this current study analyzed the type of euphemism from the semantic approach used by Lambe Turah in writing their caption.

RESEARCH METHODOLOGY

This research used a descriptive qualitative method based on Miles, Huberman, & Saldana (2014) for analyzing the collected data. The steps on analyzing the data were condensing data, displaying data, drawing and verifying conclusions. The source of data in this research is the sentences in the form of written word in Lambe Turah caption that has been captured from 1st August up to 31st September 2020. The data were collected from Lambe Turah Instagram account by accessing the website https:/www.instagram.com/lambeturah/hl=id. The researcher used observation sheets to note the words, phrases or sentences which are categorized into euphemism. In summary, in collecting the data, the researcher conducted several steps as follows:

1) request permission to Lambe Turah through direct message in instagram for the data retrieval from their account

2) read the Lambe Turah caption from 1st August up to 31st September 2020 on a smartphone as the primary source of the data;

3) retrieve Lambe Turah caption as the secondary source of the data from *https:/www.instagram.com/lambeturah/hl=id.;*

4) read and re-read the caption to find the relevant data;

5) identify the words or phrases in the caption with support of the transcript by using a highlighter which was in accordance with the

objectives of this study.

From the explanation above, it can be concluded that this current study analyzed euphemism from the semantic approach used by Lambe Turah in writing their caption. The writer found some type of euphemism that appeared in Lambe Turah captions and also described why they used and how the euphemism was realized in those captions. In analyzing the data, the researcher used Allan and Burridge that have talked about types of euphemism. The writer chose Allan and Burridge theory because it was appropriate to answer the research questions of this study. Furthermore, Allan and Burridge have been said in their book, sometimes media used euphemism in their writing to avoid something that did not want to say. Since this study was extracting the data from media, especially media social, it could be said that the use of Allan and Burridge's theory supported this study.

FINDINGS

After the researcher analyzed the data of written word from caption Lambe Turah from August 1st to September 31st, 2020, the researcher has found 100 written words containing euphemism out of 3539 words. Then, the researcher classified the types of euphemisms in the framework of Allan and Burridge (1991). Allan and Burridge (1991) mentioned that there are 16 types of euphemism that used to avoid bad words, namely figurative expression, metaphor, flippancy, remodeling, circumlocution, clipping, acronym, abbreviation, omission, one for one substitution, hyperbole, understatement, euphemism through borrowing, colloquial, jargon and general for specific. In the 100 written words containing the euphemism, there are 12 of the 16 that Allan and Burridge (1991) has classified. The classification of the data is presented below,

Table 4.1. Percentage of the Types of Euphemism in *Lambe Turah* captions

Types of Euphemism	Quantity	Percentage (%)
Figurative Expression (F)	3	3%
Metaphor (M)	1	1%
Flippancy (F)	15	15%
Remodeling (R)	7	7%
Circumlocution (Cr)	4	4%
Abbreviation (Ab)	3	3%
Acronym (Ac)	14	14%

Omission (O)	1	1%
Euphemism Through Borrowing (ETB)	16	16%
Colloquial (C)	18	18%
Jargon (J)	14	14%
General for Specific (GS)	5	5%
Total	**100**	**100%**

DISCUSSION

The findings show that there were 12 types of 16 types of euphemism, defined by Allan and Burridge (1991), found in Lambe Turah caption. The type that mostly used is colloquial. It can be concluded that most captions of Lambe Turah used a word or phrase from daily conversation, that did not use in formal speech or writing, which refer to something else that sounds better to avoid unpleasant words. The use of this type makes the readers of Lambe Turah easier to understand because the use of the word or phrase used to smooth was comes from daily conversation. Then, the second most type of euphemism is English through borrowing. The borrowed language of euphemism used to prevent offensive word. The other type of euphemism that is used fifteen percent in the caption is flippancy. This type is the meaning beyond the statement that shows someone should not take something seriously as other people think should.

Table 4.2 Sample of the Euphemistic Written Words

Indonesia Written Words	English Written Words	Theme	Situation Illustrations	Category
Jaman susah begini dan pastiii banyak banget nih netizen2x ***yang membutuhkan*** *(Lambe Turah Instagram, 5th September 2020)*	These difficult times and surely there are so many netizens ***in need***	To avoid offensive word "*miskin*" (poor) by using a particular word "*yang membutuhkan*" (in need) that is not literal meaning	This caption is delivered during COVID 19, which makes Indonesia society economically unstable or plummet. This has left some without employment and are unable to	Figurative Expression (F)

			make ends meet.	
Ririn Dwi Aryanti membantah rumah tangganya sedang ***retak***. *(Lambe Turah Instagram, 9th August 2020)*	Ririn Dwi Aryanti denied that her household was ***cracked***	To elude unpleasant word "problematic" by using a particular word "*retak*" (cracked) that considered have similar characteristics to the word "problematic" which is means something happened that made everything not okay	This caption was presented at a time when one of Indonesian artists (Ririn Dwi Aryanti) was experiencing problems in her domestic life.	Metaphor (M)
Pssst.. liat lengkap di yutubnya aah… ***mandi basah*** dahhh *(Lambe Turah Instagram, 11th September 2020)*	Pssst… have a full look at the youtube ahh… take a ***wet bath***	To avoid inappropriate word "*mandi wajib*" (compulsory) by choosing other word "*mandi basah*" (wet bath) that have a meaning outside the statement	This caption was uploaded when a video of woman went viral on Youtube which made the social media world excited. The things that make this video viral is the beauty and the sexy displayed in the woman's tights.	Flippancy (F)
Tulilll *(Lambe Turah Instagram, 1st August 2020)*	***Foolish***	To avoid offensive word "*tolol*" (foolish) by changing the structure of the word to "*tulilll*"	This caption was uploaded when a man went viral for his stupid behavior pranking his neighbor by giving them a bag of trash. The video uploaded on	Remodeling (R)

			Youtube account.	
Orang yang diduga mengalami ***gangguan kejiwaan*** masuk secara illegal ke dalam pesawat ATR milik maskapai Citilink Indonesia. Lokasinya berada di Bandara Radin Inten II, Lampung. *(Lambe Turah Instagram, 12th August 2020)*	People suspected of ***mental illness*** entered illegally on board ATR aircraft owned by Citilink Indonesia. The location is at Radin Inten II Airport, Lampung.	To smooth the word "*gila*" (crazy) by using the longer words and indirect "*gangguan kejiwaan*" (mental illness)	This caption was uploaded right after the incident an insane people broke into a plane illegally in Lampung.	Circumlocution (Cr)
Yaaaah di ***DO*** *(Lambe Turah Instagram, 6th August 2020)*	Huft.. ***DO***	To smooth the word that could offend someone who was preached by shortened a word that pronounced by letter	This caption was uploaded when a student went viral due to his fetish that endangered others. As a result of the incident, she has to be kicked off campus.	Abbreviation (Ab)
Nahh Kejaksaan Agung menetapkan 3 orang tersangka terkait kasus pemerasan 64 kepala sekolah SMP di Indragiri Hulu, Riau Ketiganya dilakukan penahanan . Ketiga tersangka tersebut kemudian ditahan di ***rutan*** kejagung	Attorney General appoints 3 suspects in extortion case of 64 junior high school principals in Indragiri Hulu, Riau All three were taken into custody . The three suspects were later arrested in	To disguise a word that is too scornful for the perpetrator who makes a crime, by make it into initial letter	This caption was uploaded after several schools in Riau went viral after 64 principals resigned. this was due to the alleged extortion of the headmaster	Acronym (Ac)

(Lambe Turah Instagram, 18th August 2020)	the kejagung **jail**			
Roy Kiyoshi divonis **lima bulan** dan wajib mengikuti rehabilitasi *(Lambe Turah Instagram, 12th August 2020)*	Roy Kiyoshi was sentenced to five months and was obliged to submit to rehabilation	To avoid offensive word in a way that excludes that word "*lima bulan penjara*" (five months in prison)	This caption reported an Indonesian artist "Roy Kiyoshi" who stumbled on a drug case and had to undergo five months of rehabilitation	Omission (O)
Dari horror, Drama, **Thriller** sampai animasi *(Lambe Turah Instagram, 1st August 2020)*	From horror, Drama, **Thriller** to animation	To avoid unpleasant word by using others language	This caption is an advertisement for a movie app called "klik film" that gives a variety of movie genres to watch	Euphemism Through Borrowing (ETB)
Pemeriksaan terkait kasus **meninggal**nya anak Karen Pooroe *(Lambe Turah Instagram, 6th August 2020)*	Investigation on the case of Karen Poore's daughter that **passed away**	To sublimate word that unpleasant with using better phrase in daily conversation	This caption proclaims an Indonesian artist, Marshanda, should conduct an examination of the death of Karen Poore's daughter who is an artist as well.	Colloquial (C)
Presenter mistis ini didakwa kasus penyalahgunaan **psikotropika** *(Lambe Turah Instagram, 12th August 2020)*	This mystical newscaster was charged with a case of **psychotropic** abuse	To disguise the use of illegal drugs by using word or phrase that is used by a particular profession or group. The mention of this illicit drug in society is usually referred to as	This caption reported an Indonesian artist "Roy Kiyoshi" who stumbled on a drug case	Jargon (J)

			drugs or types of meth	
Semoga **_pelaku_**nya segera ketemu *(Lambe Turah Instagram, 2nd August 2020)*	Hopefully the **_culprit_** will be found soon	To further refine a word in a sentence by not using a specific word but a common one	This caption discusses the younger sister of an Indonesian artist "Acha Septriasa" who was robbed while visiting her parents' house to celebrate Eid Al-Adha	General for Specific (GS)

CONCLUSION AND SUGGESTION

Based on the research results of the study, the most frequently types of euphemism used by Lambe Turah in writing caption were colloquial. It means, when writing a caption, lambe turah replaced inappropriate words by using the euphemism derived from the daily phrase in conversation. Moreover, they frequently used English through borrowing. By using this type of euphemism, Lambe Turah conveyed inappropriate sentences by changing them to other languages that are more difficult for people to understand and usually only certain people can easily understand the meaning of the word. It can be deduced that the types of euphemism based on the caption of Lambe Turah could be found in this research. It indicated that Lambe Turah in writing the captions sometimes used pleasant words to avoid something that unpleasant towards their followers. Besides to avoid unpleasant words, the main reason why Lambe Turah used euphemism is to keep their name from getting tarnished.

In conclusion, euphemism is necessary and has several advantages, particularly in media social, since euphemism users attempt to substitute the offensive term or word to avoid the offense. In addition, euphemism not only continually renames items and repackages them to "better" the sound, but also deals with the customs of language that the main function is to avoid someone losing their face. In over all, euphemism is a good tool to prevent face loss, and euphemism is not only useful to offer the public a favorable image, but also helpful to hide the harmful truth.

Lastly, it is suggested that future research on euphemism in other social media, except Instagram, are advised to use this research in recognizing and comprehending the use of euphemism, also to differentiate the purposes of each euphemism in written words by the admin of gossip account. And for linguistics and literature students are expected to be able to use this research as a reference in conducting another euphemism research with a semantic approach or other linguistic approaches, such as pragmatics, sociolinguistics, and stylistics.

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