

A Discourse Analysis of the Use of Euphemism and Dysphemism in News Headlines of an Online Newspaper The Bali Times

by Erna Andriyanti, Titik Sudartinah, Susana Widyastuti

ABSTRACT

Abstract

Language, in the form of discourse or text, can be used to construct social reality. One way that is often used to achieve this goal is framing news in newspapers, both printed and online, through the use of euphemism and dysphemism in news headlines. Creating news headlines is a writer's strategy to provide a brief overview of the contents of the news, and also to attract readers as well as shape a first perception of the theme or issue raised. One way used to frame news so that readers have the perception expected by the news writer is through the use of euphemism and dysphemism in news headlines. This research aims to: 1) reveal the linguistic features of euphemisms and dysphemisms in news titles in English online newspapers, 2) explain the function of using euphemisms and dysphemisms in news titles in these newspapers, and 3) explain how social reality is constructed from the use of euphemisms and dysphemisms in the news headlines.

Data were collected from news headlines in *The Bali Times*, an English-language online media published in Indonesia. Even though *The Bali Times* uses English, its reporting contents mostly cover local events in the island, and a small portion of its contents is on a national scale. This qualitative research uses the Critical Discourse Analysis (CDA) approach. The data collection time is 6 (six) months, from January to June 2023. The data collection instrument uses a tabulation sheet of the results of note-taking. Initial analysis was carried out using a micro analytical approach to achieve the first and second objectives, that is identifying and explaining linguistic features and the functions of euphemism and dysphemism in the headlines. Next, macro analysis was used to explain how social themes or issues are framed using euphemistic and dysphemistic expressions. The findings of the analysis were interpreted based on media framing to see how social reality is constructed by the media. The results of the study show that there are six linguistic features of euphemistic expressions used in news headlines in *The Bali Times*. Based on the highest to lowest frequency, these features are circumlocution, jargon, figurative expressions, omission, casual words, and totem pro parte or pars pro toto. These euphemistic expressions have the functions of obscuring or reversing facts, covering or avoiding offense, revealing or inspiring, and showing solidarity or identifying groups.

Kata Kunci: *media framing, social reality, dysphemism, euphemism, headlines*