



Euphemism Forms in the Deddy Corbuzier's Youtube Account Comment Column

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Informasi artikel	ABSTRAK
Sejarah artikel: Diterima: 14 Januari 2021 Revisi: 26 Oktober 2021 Dipublikasikan 30 Oktober 2021	<p>Penelitian ini bertujuan mendeskripsikan bentuk eufemisme pada kolom komentar akun <i>Youtube</i> Deddy Corbuzier. Jenis penelitian ini yaitu deskriptif kualitatif. Teknik pengumpulan data dalam penelitian ini dengan teknik simak dan teknik catat. Penelitian ini menggunakan pendekatan analisis isi. Data dari penelitian ini yaitu ungkapan-ungkapan berupa kata, kalimat, dan frasa yang mengandung eufemismeyang terdapat pada kolom komentar akun <i>Youtube</i>Deddy Corbuzier. Teknik analisis tuturan dalam penelitian ini menggunakan metode padan. Penelitian ini menemukan 25 data yang berupa tuturan ungkapan eufemisme yang terdapat pada kolom komentar akun <i>Youtube</i> Deddy Corbuzier. Dari 25 data tersebut terdapat 10 bentuk eufemisme yaitu: (1) eufemisme bentuk metafora ada kata dianaktirikan dan seperti ksatria, (2) eufemisme bentuk ekspresi figuratif ada kata seleksi alam dan mengemban amanah, (3) eufemisme bentuk sirkumlokasi ada kata anak bangsa, formalitas, dan luar biasa, (4) eufemisme bentuk frasa idiomatik ada kata rendah hati, pemikiran cermelang, langka,dan tangan kanan, (5) eufemisme bentuk hiperbola ada kata pahit asin dan pencerahan pikiran, (6) eufemisme bentuk pelesapan ada kata formula (khusus) dan (malaikat) pelindung, (7) eufemisme bentuk istilah asing ada kata <i>low profile</i>, <i>legowo</i> dan <i>smart people</i>, (8) eufemisme bentuk satu kata menggantikan kata lain ada kata wow, membangun generasi, dan mohon, (9) eufemisme bentuk serapan ada kata salut dan penghayatan, dan(10) eufemisme bentuk singkatan ada kata UKT dan PJJ.</p>
<p>Kata kunci: Eufemisme <i>Youtube</i> Deddy Corbuzier kolom komentar warganet</p>	
<p>Key word: euphemisms Deddy Corbuzier's Youtube comment column warganet</p>	<p>ABSTRACT</p> <p>This study aims to describe the form of euphemism in the comments column of Deddy Corbuzier's Youtube account. This type of research is descriptive qualitative. The data collection technique in this study was the listening technique and the note-taking technique. This study uses a content analysis approach. The data from this study are expressions in the form of words, sentences, and phrases that contain euphemisms contained in the comments column of Deddy Corbuzier's Youtube account. Speech analysis technique in this study uses the equivalent method. This study found 25 data in the form of euphemistic expressions contained in the comments column of Deddy Corbuzier's Youtube account. From the 25 data, there are 10 forms of euphemisms, namely: (1) metaphorical euphemisms where words are ignored and like knights, (2) figurative forms of expression euphemisms include the word natural selection and carrying out a mandate, (3) circumlocutionary euphemisms include the word children of the nation, formality, , and extraordinary, (4) euphemisms in the form of idiomatic phrases include humble words, brilliant thoughts, rare, and right-handed, (5) euphemisms in hyperbole form include words bitter, salty and enlightening thoughts, (6) euphemisms in the form of leasing have formula words (special) and (angel) protectors, (7) euphemisms in the form of foreign terms include the words low profile, legowo and smart people, (8) euphemisms in the form of one word replacing another word with the word wow, building generations, and begging, (9) euphemisms of the form uptake contains the words salute and appreciation, and (10) euphemisms in the abbreviated form include the words UKT and PJJ.</p>

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Introduction

In this era of globalization, the world of the internet is very easily accessible by the public to find out whatever they are looking for or what is currently trending in society, for example, gossip/news. One of the mass media is social media that is popular in today's society, such as Facebook, Instagram, Twitter, WhatsApp, Line and YouTube. These social media are several types of social media which are innovations in the field of technology that are useful for conveying information, messages, expressions and news. One of the most popular social media in today's era is YouTube.

Through significant upgrades to the application, making YouTube more practical and complex in its use. Lots of people now make videos that are trending in the current era and then upload them on social media such as YouTube. According to (Budiargo, 2015: 47) YouTube is an online video whose main purpose is to use this YouTube site as a medium for searching, viewing and sharing original videos from all over the world via the web. The results of the survey data of the Indonesian Internet Service Association in 2018 stated that internet use was 171.17 million people with a percentage of 64.8% of the total population of Indonesia's 264.16 million people. The use of youtube is 15.1% which is based on the survey by the Indonesian Internet Service Association above that youtube is a social media content that occupies the top 3 ranks most visited by the Indonesian people. This is because with YouTube it is easy for people to get the information they want that is trending easily. According to (Andre et al, 2012) in (Raharjo, Tri Weda, 2014) where in fact with the large number of people's interest in using YouTube social media, they can take advantage of YouTube social media as a learning medium.

The reality of using language in cyberspace is inversely proportional to the use of good and correct language. Especially now that the use of internet media makes it a place for young people to express ideas or opinions more freely without direct supervision from parents. As has happened recently, there are a lot of comments that use harsh words and can hurt other people's hearts. The language used by the millennial generation on social media can damage the morals of the Indonesian nation if the children of the millennial generation still use inappropriate language. Comments that use harsh and impolite words, including negative comments on social media, are often found by language users with bad comments from teenagers who are in their puberty period, so that this is a separate concern for parents who are not able to provide supervision over the use of their children's social media. Not only for parents but also for educators and especially the Child Social Protection Commission (KPAI). KPAI is also concerned about the problem of using language which is said to damage the nation's morals, which is often used by millennial generation when making inappropriate comments on social media or directly. KPAI is very worried about such inappropriate negative comments as contained in the Media Indonesia online news entitled "The Impact of Bullying in Cyberspace is More Powerful". In communication or language use in cyberspace or in person, euphemisms are needed by speakers so that misunderstandings do not occur and so as not to lose "face" in communicating, whether the faces of speakers, listeners or third participants. The existence of euphemisms in part of language cannot be separated from external factors that exist in society. The use of euphemisms is also an effort to improve language politeness by the community. According to Markhamah (in Wiyanti et al., 2019) the method used by speakers in communicating with the interlocutor, so that the interlocutor does not feel offended, depressed, or cornered.

Good comments found on Deddy Corbuzier's Youtube account were identified with polite language and did not offend others, while unfavorable comments on Deddy Corbuzier's Youtube account were identified with the use of abusive language and could offend others. The use of euphemisms in the comments column of Deddy Corbuzier's Youtube account is very necessary because it is considered to be able to avoid things that are impolite and the use of taboo language.

Deddy Corbuzier's Youtube account was used as an object of research because Deddy Corbuzier's Podcast with the Minister of Education, Mr. Nadiem Makarim discussed Education in Indonesia in this millennial era before the pandemic until the Covid-19 pandemic. The podcast was ranked first (trending) with the largest number of viewers on Youtube. Lately, Deddy Corbuzier's YouTube videos have received a lot of interest, so they are often ranked (trending) on Youtube. The results of the Deddy Corbuzier podcast survey conducted with the Minister of Education, Mr. Nadiem Makarim, had 2.3 million viewers, 88 thousand people liked, 2.3 thousand people disliked, while the comments column on the podcast contained 14 thousand people who commented. The reason for using the comment column is because in the comment column, people are free to express their opinions in the various languages they use.

Euphemisms are expressions in the form of words or phrases that are considered more subtle, polite, and safe to replace other expressions that are considered impolite or believed to be dangerous according to Sutarman (2013: 51); Subroto (2011:154). According to Allan and Burridge (in Tia Rubby and Dadarnila, 2008) euphemism has sixteen forms, namely: first, figurative expression; second, metaphor; third, flipancies; fourth, remodel or reshape; fifth, circumlocution; sixth, clipping; seventh, acronym; eighth, abbreviation; ninth, obliteration

is removing a small part; tenth, one word replaces another; eleventh, general to specific words; the twelfth, part for the whole; thirteenth, hyperbole; fourteenth, meaning beyond statement; fifteenth, jargon; and sixteenth, colloquial which is a word used in everyday life.

The form of euphemism according to Sutarman (2013) can be formed using various ways, namely: a) the use of abbreviations; b) the use of loanwords; c) use of foreign terms; d) use of metaphors; and e) use of periphrasis. The reference is an ordinary element that is designated by the language element. According to Sutarman (2013: 55) references are divided into seven types, namely:

- a. Objects and Animals. Objects removed from human activities, objects that are issued are referents that are sometimes considered disgusting and the use of animal names which are considered taboo words when spoken directly.
- b. The parts of the human body, namely the parts of the human body that are vital signs, are often considered taboo words when spoken frequently and frankly.
- c. Profession. The profession referred to in society is often a lot of people who consider it a profession or type of work that is lowly and less honorable if spoken directly.
- d. Illness, in this case, is the use of the expression of illness which is usually done to honor the family so as not to cause concern.
- e. Activities, namely there are several activities that require the use of euphemisms, where activities that require the use of euphemisms are usually sexual-related activities.
- f. Events, namely the use of euphemisms also need to be used if certain events occur, this is because to avoid worries and for a comfort.
- g. Nature and circumstances. That is, the nature and circumstances of each person must be different.

According to Sutarman (2013: 14), euphemism has five functions, namely the first function, maintaining politeness and comfort. The second function is to avoid disaster. The third function is to disguise the meaning. The fourth function is to reduce shame, and the fifth function is to carry out religious orders. According to Wijaya and Rohmadi (2011: 86) euphemism has five functions, namely: a) euphemism as a tool to refine speech; b) euphemism as a means to keep something secret; c) euphemisms as an educational tool; d) euphemisms as a means of diplomacy; and e) euphemisms as a means to ward off danger.

Previous related research, namely research examining euphemistic expressions, has been carried out by several researchers, including Sulistyono (2016); Tantriani, Tahir, and Karim (2017); Qorib et al., (2018); Zulkifli, Buhari, and Hassan (2019); and Puspita et al. (2020), Murni, and Sumarsih (2019). The relationship between this research and previous research which has similarities is that they both analyze euphemistic expressions, while the difference between this study and previous research is the research data source and the data object under study. This study examines the expressions of euphemism and dysphemism in the comments column of Deddy Corbuzier's Youtube account.

Tabel I. Relevant Research on Euphemistic Expressions

No.	Year	Author	Title
1.	2016	Sulistyono	Struktur dan Fungsi Eufemisme dalam Rubrik Obituari Harian Kompas (Structure and Function of Euphemism in the Obituary Rubric of Kompas Newspaper)
2.	2017	Tantriani, Tahir, dan Karim	Eufemisme Dalam Talk Show Mata Najwa Di Trans 7 (Euphemisms in Mata Najwa's Talk Show on Trans 7)
3.	2018	Qorib, Mulawarman, dan Purwanti.	Penggunaan Eufemisme pada Tayangan Berita Kriminal Patroli di Indonesia (The Use of Euphemisms on Patrol Criminal News TV Shows in Indonesia)
4.	2019	Zulkifli, Buhari, dan Hassan	Eufemisme Cerminan Nilai Sosiobudaya Masyarakat Malaysia (Euphemism Reflects Sociocultural Values of Malaysian Society)
5.	2019	Puspita, Murni, dan Sumarsih.	Euphemism in Article Online on Konsultasi Syariah (Euphemism in Article Online on Sharia Consultation)

Researchers are encouraged to carry out this research because this study aims to describe the form of euphemism in the comments column of Deddy Corbuzier's Youtube account. This study aims to make students understand in choosing words when speaking directly or speaking through social media. Because with the expression of euphemisms, it can make students speak politely, gently, and not offend others. Because now if you comment with negative words on social media, you will be exposed to the ITE Law which regulates everything related to technology, information, and electronic transactions. So if you give unfavorable comments and can offend other

people, you can be affected by the ITE Law that has been passed, violating the ITE law can receive a minimum penalty of four years and a maximum of six years in prison and pay a fine that has been set. . This study develops evidence of sociolinguistic studies through the use of euphemisms in language and avoids the use of dysphemisms that can offend other people's feelings and so that they are not potentially entangled in the ITE Law and prefer to use euphemisms.

Method

This study used descriptive qualitative method. The data studied were in the form of words, phrases, and sentences of euphemistic expressions contained in the comments column of Deddy Corbuzier's Youtube account. In this study, the researcher used a content analysis approach. Content analysis is focused on describing the characteristics of the message conveyed by the message provider as outlined in the comments of Deddy Corbuzier's Youtube account. The time and place of this research is flexible because it is in accordance with the type of research, namely qualitative research. The time of this research lasted for 4 months and the place of this research was in the comments column of Deddy Corbuzier's Youtube account. The object of this research is the language used in the comments column of Deddy Corbuzier's Youtube account. While the subject of this research is the general public who commented on Deddy Corbuzier's Youtube account.

The data from this research is using qualitative data, which is data in the form of words, sentences, phrases, or pictures not in the form of numbers. The data in this study are expressions in the form of words, sentences, and euphemistic phrases contained in the comments column of Deddy Corbuzier's Youtube account. This study has data sources in the form of secondary data, namely data obtained from journals that have been studied by previous studies and primary data in the form of sentences, words, and phrases containing euphemistic expressions using literature studies. The data in this study were collected by the researcher by doing listening techniques, namely the researcher carrying out data recording techniques, listening techniques and note-taking techniques which were carried out by reading and analyzing comments randomly from the latest comments and popular comments in the comments column of Deddy Corbuzier's Youtube account in podcast shows with the Minister of Education Mr. Nadiem Makarim.

The comments used in this study were taken randomly, besides the most popular and latest comments containing euphemistic expressions were used as research data. The data analysis technique used is speech analysis technique which in this study uses the equivalent method. The matching method is used to describe or describe the form of euphemistic expressions found in the comments column of Deddy Corbuzier's Youtube account on a podcast with the Minister of Education, Mr. Nadiem Makarim. The video used in this study is a video podcast of Deddy Corbuzier with Mr. Nadiem Makarim entitled "Nadiem Makarim-Kuliah Not Important (Love Your Parents Watch)" in the video Deddy Corbuzier and Mr. Nadiem Makarim discuss the importance of education, more specifically, education at the college level. "Nadiem Makarim: National Examination Is Discrimination" in the video discusses teachers in Indonesia and the National Examination which is indirectly discriminatory, and "Nadiem, If One Generation Is Stupid, How Bro?" discusses the crisis in Indonesia, especially the education crisis in Indonesia.

Result and Discussion

The form of euphemism found in the comments column of Deddy Corbuzier's Youtube account used by the Indonesian people can avoid the use of impolite, illogical words that can cause divisions between individuals and violate the ITE Law. The data that can be identified in the comments column of Deddy Corbuzie's Youtube account is 25 data and 10 forms of euphemism in the form of words. The forms of euphemisms found in the comments column of Deddy Corbuzier's Youtube account are in the form of metaphorical euphemisms, circumlocutionary euphemisms, euphemisms of figurative expressions, euphemisms in the form of idiomatic phrases, euphemisms in the form of hyperboles, euphemisms in the form of foreign terms, euphemisms in the form of leasing, euphemisms in the form of one word replacing words. others, absorption euphemisms, and abbreviated euphemisms.

Table 2. Euphemism Form

No.	Euphemism Data	Form
1.	Dianaktirikan (neglected)	Metafora (Metaphor)
2.	seperti ksatria (like a knight)	Metafora (Metaphor)
3.	anak bangsa (children of the nation)	Sirkumlokusi (circumlocution)
4.	Formalitas (Formality)	Sirkumlokusi (circumlocution)
5.	luar biasa (extraordinary)	Sirkumlokusi (circumlocution)
6.	seleksi alam (natural selection)	ekspresi figuratif (figurative expression)
7.	mengemban amanah (to carry out the mandate)	ekspresi figuratif (figurative expression)
8.	rendah hati (humble)	frasa idiomatic (idiomatic phrases)
9.	pikiran cemerlang (brilliant mind)	frasa idiomatic (idiomatic phrases)
10.	Langka (Rare)	frasa idiomatic (idiomatic phrases)
11.	tangan kanan (right hand)	frasa idiomatic (idiomatic phrases)
12.	pahit asin (salty bitter)	Hiperbola (hyperbole)
13.	pencerahan pikiran (mind enlightenment)	Hiperbola (hyperbole)
14.	<i>low profile</i>	istilah asing (foreign term)
15.	<i>smart people</i>	istilah asing (foreign term)
16.	<i>Legowo</i> (accept sincerely)	istilah asing (foreign term)
17.	formula (khusus)/(special)	Pelesapan (obliteration)
18.	(malaikat) pelindung (Guardian angel)	Pelesapan (obliteration)
19.	wow	satu kata menggantikan kata lain (one word replaces another)
20.	membangun generasi (build generation)	satukata menggantikan kata lain (one word replaces another)
21.	Mohon (Please)	satukata menggantikan kata lain (one word replaces another)
22.	Salut (Salute)	Serapan (absorption)
23.	Penghayatan (appreciation)	Serapan (absorption)
24.	UKT (single tuition)	Singkatan (abbreviation)
25.	PJJ (distance learning)	Singkatan (abbreviation)

2.1 Euphemism in the form of a Metaphor

The following is the euphemism data found in the comments column of Deddy Corbuzier's Youtube account in the following metaphorical form:

- (1) **Mr. fcoming:** "Sir, please don't neglect (*jangan dianaktirikan*) PTS (Non-State Universities) children, we also contribute to the nation's achievements, not only PTN (State Universities) students."

The euphemism of the metaphorical form is found in speech (1), namely *dianaktirikan* (neglected). The euphemistic referent in the word is a form of activity. The speaker conveys his utterance to the interlocutor that he wants the interlocutor not to turn his back on the children studying at private/non-state universities. If it is seen from the context of the data, the word "*dianaktirikan* (neglected)" is a word that has the affixes "di-" and "-an" which has the root word stepchild which means not a biological child. The speaker's intention is that the speaker asks the speech partner not to discriminate between PTS (Non-State Universities) students and PTN (State Universities) students. Because it is not only PTN students who give achievements for Indonesia but PTS students also give achievements to the Indonesian nation. So it is "*dianaktirikan* (neglected)" here, namely the speaker feels that the speech partner has discriminated between PTS students and PTN students so far.

- (2) **Karina Ambar:** "This learning system is "*seperti ksatria*" (like the Knights) of the kingdom era, and can be found in almost every heroic story where someone who can do nothing becomes "someone" by serving the teacher."

Euphemisms in the form of metaphors are found in speech (2), namely *seperti ksatria* (like the Knights). The euphemistic reference in the word is a noun trait because the word is an adjective phrase. Speaker compared the learning system at this time to the knight learning system in the colonial era.

2.2 Circumlocutionary Euphemism

The following is the euphemism data found in the comments column of Deddy Corbuzier's Youtube account in the form of circumlocution as follows:

- (3) **Sri Utami:** "As a teacher and parent, I must continue to learn every day, try and pray to do my best no matter what the situation is to educate and save *anak bangsa* (children of the nation)."

Circumlocutionary euphemism is found in the speech (3) that is *anak bangsa* (children of the nation). The euphemistic reference in the word is a noun phrase (noun). The speaker conveys his speech to the interlocutor that the speaker must always learn and pray to do the best in order to educate the children of the nation. Here, the phrase of "the children of the nation" are very close to the word "students". The word nation's children here can be interpreted as country children who will always continue the next generation, namely as the next generation of the nation.

- (4) **Pancen Oye:** "My country is like this, the system is upgraded first, not looking for the best solution and then thrown. But what I see is different, the system was created and run and then there were many defects and the system was changed again. So they made the system just a formality (*formalitas*) for promotion so that there would be performance."

The euphemism of the circumlocutionary form is found in speech (4), namely *formalitas* (formality). The euphemistic reference in the word is activity. The speaker conveys to the interlocutor that they (the officials) make a system for government as a mere formality so that they are thought to be working. The word formality (*formalitas*) is a procedure or procedure that must be followed. But the word formality means the speaker means a pleasantries made by them (the officials) to make the system look like it is working.

- (5) **Terry Yanie:** "Extraordinary (*luar biasa*). Intelligent in thinking, structured in speech, and brave in making decisions. Salute."

The euphemism of the circumlocutionary form is found in speech (5), namely *luar biasa* (Extraordinary). The euphemistic reference in the word is an adjective. The speaker conveys admiration to the interlocutor because the speech partner has extraordinary characteristics. This can be proven by the speaker's utterance to the speech partner of the word used by the speaker, which is intelligent in thinking.

2.3 Euphemism in the form of Figurative Expressions

The following is the euphemism data found in the comment column of Deddy Corbuzier's Youtube account with the following figurative expressions:

- (6) **Antony Lie:** "Indirectly, the COVID-19 pandemic is a natural selection (*seleksi alam*) for teachers who are in their comfort zone and don't want to develop."

The euphemism of the circumlocutionary form is found in speech (6), namely *seleksi alam* (natural selection). The euphemistic reference in the word is an activity. Selection is an activity to choose something better. Natural selection in this utterance means that teachers who do not want to develop will be "wasted" from the government system related to increasingly sophisticated learning using technology.

- (7) **Pita Attarmasie:** "Watch till the end. May God give you the strength to carry out the mandate (*mengemban amanah*) of Education in the current COVID-19 era."

The euphemism of the figurative expression form is found in speech (7), namely *mengemban amanah* (to carry out the mandate). The euphemistic reference in the word is activity. Carrying the mandate in this speech has the intention of carrying out an obligation and not running away from responsibility, and carrying out the trust that has been given by the people.

2.4 Euphemism in the form of Idiomatic Phrases

The following is the euphemism data found in the comments column of Deddy Corbuzier's Youtube account in the form of idiomatic phrases as follows:

- (8) **Tumbur M.:** "It's amazing, the Minister is smart, reliable, *rendah hati* (humble). Good luck for Indonesia."

Euphemisms in the form of an idiomatic phrase in speech (8) namely *rendah hati* (humble). The euphemistic reference in the word is activity. The speaker conveys to the interlocutor that he admires the speech partner because he has a humble nature. The speaker assesses the nature of the interlocutor (Minister Nadiem Makarim) during a discussion with Deddy Corbuzier which was uploaded on YouTube.

- (9) **Fhy Palu:** "Salute I like it, your brilliant mind (*pikiran cemerlang*). It is very appropriate for Mas Nadim to be the Minister now. Very cool, very inspiring."

Euphemisms in the form of idiomatic phrases in speech (9) namely *pikiran cemerlang* (brilliant mind). The euphemistic reference in the word is activity. The speaker conveys to the interlocutor that he is amazed by the

thought of the speech partner. Brilliant itself is a word that represents the word intelligent, meaning the phrase brilliant thoughts in the speech that has a very broad meaning of thought, has broad and very good ideas.

(10) **Fajar**: "This person is indeed the type of person who "*Thinker and pioneer*" very rare (*langka*) people like this ... salute! keep going Mr Minister".

Euphemisms in the form of idiomatic phrases in speech (10) namely *langka (rare)*. The euphemistic reference in the word is an attribute. The speaker conveys to the speech partner that the speech partner is a rare person (*langka*). The word *langka (rare)* has a purpose that is hard to find, rarely found, and rarely exists. So the speaker feels admiration for the speech partner, it is expressed by the speaker to the speech partner that someone who has characteristics like the speech partner is very rarely found in everyday life, especially in this nation.

(11) **Oktaviana Rahmawati**: "And believe it or not, every leader is like God's right hand (*tangan kanan*) so maybe God has already chosen which one is best for his right hand. It's just how you are given the mandate how to run it."

The euphemism of the idiomatic phrase in speech (11) is the right hand (*tangan kanan*). The euphemistic reference in the word is activity. The speaker conveys that the speech partner is the right hand of God. The right hand in this speech has a purpose, namely the belief that God has chosen to protect and prosper its people, it's just a matter of how the speech partner carries out the mandate that has been given as a right hand or confidant.

3.5 Euphemism in the form of hyperbole

The following is the euphemism data found in the comments column of Deddy Corbuzier's Youtube account in the form of hyperbole as follows:

(12) **Ananta William**: "This is where I learn ... even though it has been hit by the salty and bitter (*pahit asin*) of the real world. Idealism can still be held firm even in this case, idealism keeps us firm."

The euphemism of hyperbole in speech (12) is *pahit asin (salty bitter)*. The euphemistic reference in the word is a noun phrase (noun). The speaker conveys to the interlocutor that he realizes that even though he has tasted the bitter and salty real world, the idealism in oneself must always be held firmly. The word bitter and salty is meant here, namely someone who has felt the joys and sorrows in a life.

(13) **Sugiarti Schwarz**: "The Minister of Education and Culture can recruit high school graduates, thereby reducing unemployment and easing the burden on parents. So the psychic healthy children can enjoy the open air and provide (*pencerahan pikiran*) enlightenment of the mind."

The euphemism of hyperbole in speech (13) is *pencerahan pikiran (enlightenment of the mind)*. The euphemistic referent in the word is a form of activity. The speaker conveys to the interlocutor that the government should be able to recruit high school graduates to work, so that it can reduce unemployment and ease the burden on parents, so that their children's psyche is healthy and enjoys the open air and provides enlightenment of the mind. The purpose of the speaker who conveys his opinion to the interlocutor on the word enlightenment of mind referred to here is a fresh mind without any burden being carried so that Indonesian children have a healthy psyche without any thoughts that burden them too much.

3.6 Euphemism in the form of Foreign Terms

The following is the euphemism data found in the comments column of Deddy Corbuzier's Youtube account in the form of foreign terms as follows:

(14) **Lenni Adsa**: "*Low Profile*... salute to the minister."

The euphemism of foreign terms in speech (14) namely *low profile* which is a foreign term that comes from English. The euphemistic reference in the word is an adjective. *Low profile* is a trait that a person has. The term *low profile* has a good meaning. The speaker feels admiration for the speech partner because it has *low profile* which has a humble meaning is a person who is not arrogant. Admiration for the speech partner is clarified by the word salute to the nature of the speech partner who *low profile*.

(15) **Aji Chandra**: "*Smart people* watched this."

The euphemism of foreign terms in speech (15) is *smart people*. Smart people is a foreign term that comes from English. The euphemistic referent in the word is an adjective form. *Smart people* is a trait possessed by someone who means good. The speaker said that the people who saw the video on Deddy Corbuzier's Youtube account showing a discussion between Minister Nadiem Makarim and Deddy Corbuzier were smart people. *Smart people* has the meaning of intelligent / smart person.

(16) **Royi Aghnatan**: "Mr. Nadiem Makarim's answer is besides being cool, *smart* and *legowo* (accept sincerely). Very salute, I learned a lot from Mr. Nadiem. Good job sir, keep up the spirit."

The euphemism of foreign terms in speech (16) namely *legowo* (accept sincerely) which is a foreign term that comes from the Java language. The euphemistic reference in the word is an adjective. The word "*legowo*" is a trait that a person has and has a good meaning. The speaker conveys admiration for the speech partner because he has the "*legowo*" nature. The word "*Legowo*" itself has a sincere meaning. The admiration of the speaker is not only the "*legowo*" nature of the speech partner, but the intelligence of the speech partner. The speaker also revealed that he learned a lot from the thoughts and characteristics of the present speaker.

3.7 Euphemism in the form of Dissipation

The following is the euphemism data found in the comments column of Deddy Corbuzier's Youtube account with the following forms of abuse:

(17) **Dading Timur:** "I understand how difficult it is to make an Education "FORMULA" by considering health and economic aspects. But I like the spirit, idealism, and positive spirit of the Minister."

(17a) **Dading Timur:** "I understand how difficult it is to make "*FORMULA(K)(H)(U)(S)(U)(S)*" (a special formula) in the field of Education by considering health and economic aspects."

Euphemism in the form of disappearance in speech (17) is a **formula**. The euphemistic referent in the word is a form of activity. Speech (17) becomes (17a) which is formed from how difficult it is to make **formula(k)(h)(u)(s)(u)(s)** (a special formula) this proves that there are some words that may be omitted. The phrase special formula here has the meaning of a special way or trick for education at this time which must also consider various aspects, for example the health and economic aspects of the Indonesian nation.

(18) **Gina Nurul Iman:** "This is what my father treated, no matter how busy my father was, he would try to take his son to school. Because he is aware that fathers also have an important role in the family, namely acting as *peindung* (protector), as a comfortable place besides mothers who always make the family happy."

(18a) **Gina Nurul Iman:** "This is what my father treated, no matter how busy my father was, he would try to take his son to school. Because I am aware that fathers also have an important role in the family, namely acting as *(m)(a)(l)(a)(i)(k)(a)(t) pelindung* (a guardian angel), as a comfortable place besides mother who always makes the family happy."

The euphemism of the disappearance form in speech (18) is *pelindung* (protector). The euphemistic reference in the word is an adjective. The utterance of (18) being (18a) father has an important role in the family, namely acting as *(m)(a)(l)(a)(i)(k)(a)(t) pelindung* a guardian angel, this proves that there are some words that may be omitted. The word "guardian angel" here has the meaning of someone who looks after and protects his family, because angels have the meaning that God's creatures have special duties, and the word protector has the meaning of those who guard or protect..

3.8 Euphemism in the form of one word replacing another word.

The following is the euphemism data found in the comment column of Deddy Corbuzier's Youtube account in the form of one word replacing another word as follows:

(19) **Me_dchl:** "Pak Nadiem's idealism is very "**wow**" and it must be applied in Indonesia so that education here is more developed."

One word euphemism replaces another word in speech (19), namely "**wow**". The euphemistic referent in the word is a person's activity. The word wow can be interpreted with the word cool. In this speech, the speaker is amazed by the thoughts of the interlocutor because according to the speaker, it is rare for someone who is like the speaker to still have these characteristics in this condition.

(20) **Prisa Meidiani:** "Pak Nadiem's continued enthusiasm in *membangun bangsa* (building the nation), never give up..

Euphemism in the form of one word replaces another word in speech (20), namely the phrase "*membangun bangsa* (building the nation)". The euphemistic reference in the word is an activity word. The word "*membangun* (build)" here is defined as fixing, repairing. Speakers express or encourage Minister Nadiem Makarim to fix or improve the nation in the field of education.

(21) **RHD:** "The decline in the quality of learning is certain, but we are still doing our best to maintain the discipline and ethics of our students. (*Mohon*) Please pray for the teachers/educators."

Euphemism in the form of one word replaces another word in speech (21), namely the word "please". The euphemistic reference in the word is an activity word. The word "please" here has the meaning of asking politely and respectfully. The speaker says "please" the interlocutor to pray for and provide support to teachers or educators throughout Indonesia so that they can continue to help students to keep learning and maintain the quality of discipline and ethics of students in Indonesia.

3.9 Eufemisme Bentuk Serapan

The following is the euphemism data found in the comments column of Deddy Corbuzier's Youtube account with the following absorption form:

(22) **Careesa Vlogs:** "I want to cry when I hear Mr. Nadim say, why are you smart and think about making this program... I really *salut* (salute) you.."

The euphemism of the absorption form in speech (22) is the form of the word "**salute**". The euphemistic reference in the word is an adjective. The speaker expresses admiration for the speech partner, the speaker's admiration for the speech partner here because the speaker does not think that the speech partner is someone who is smart in thinking. The word "salute", in the above speech can be interpreted by the speaker's respect for the thoughts of the speech partner.

(23) **Jayeng Rana:** "Mas Nadiem, in fact he is a smart and creative young man in the wrong place. Education requires intelligence but more importantly "*penghayatan* (appreciation)" so that you don't take the wrong policy."

The euphemism of the absorption form in speech (23) is the word "appreciation". The euphemistic reference in the word is an adjective. The speaker conveys to the speech partner that the education needed is indeed intelligence but not only that, education also requires a more important one, namely appreciation. The meaning of "appreciation" here is the inner experience that is felt and experienced by someone.

3.10 Euphemism in the form of abbreviations

The following is the euphemism data found in the comments column of Deddy Corbuzier's Youtube account in the following abbreviated form:

(24) **Ribka Anggi:** "Please lower *UKT* (Single Tuition Fee) in higher education"

The abbreviated form of euphemism in speech (24) is "**UKT**". The euphemistic reference in the word is a noun. The speaker's intention is to ask for "**UKT**" (which stands for **Single Tuition Fee**) to be lowered, the speaker's intention is to object to paying the normal **UKT** as usual during this pandemic, because the speaker realizes that during this pandemic his parents find it difficult to find money. to pay for their child's **UKT**, especially now with online learning requires a lot of quota.

(25) **Rahayu Arkowati:** "Wow, watching it again... earlier Google Classroom stopped while it was *PJJ* (Distance Learning) the appearance: children: "why did this...classroom stop?" (ooh there is already a living habbit in the network?)."

The abbreviated form of euphemism in speech (25) is "**PJJ**". The euphemistic reference in the word is an activity word. The speaker means that they are surprised that the Google Classroom application has stopped, the speaker comments what the students think, why suddenly Google Classroom has stopped, and maybe they think that Google Classroom has stopped because of maintenance on the network. **PJJ** stands for Distance Learning.

Based on the results of the research above, the form of euphemism in the comments column of Deddy Corbuzier's Youtube account there are as many as 25 data in the form of euphemism utterances. From the 25 data, there are 10 forms of euphemism, namely in the form of a metaphorical euphemism, namely the word *dianaktirikan* (neglected) and *seperti ksatria* (like the Knights), euphemism in the form of a figurative expression, namely the word *seleksi alam* (natural selection) and *mengemban amanah* (to carry out the mandate), euphemism in the form of circumlocution, namely the words *anak bangsa* (children of the nation), *formalitas* (Formality), and *luar biasa* (extraordinary), euphemism in the form of an idiomatic phrase, namely the word *rendah hati* (humble), *pemikiran cermelang* (brilliant mind), *langka* (rare), and *tangan kanan* (right hand), euphemism in the form of hyperbole, namely the word *pahit asin* (salty bitter) and *pencerahan pikiran* (mind enlightenment), a euphemism in the form of an omission, namely the word *formula* (khusus/special formula) and (*malaikat*) *pelindung* (guardian angel), euphemism in the form of a foreign term, namely the word *low profile*, *legowo* (accept sincerely) and *smart people*, euphemism in the form of one word replacing another word, namely the word *wow*, *membangun generasi* (build generation), and *mohon* (please), euphemisms in the form of absorption words, namely the word *salut* (salute) and *penghayatan* (appreciation), and euphemisms in the form of abbreviations, namely the word **UKT** (single tuition fee) and **PJJ** (distance learning).

Based on the research above, this study has similarities and differences with previous research conducted by Mulya (2019); Puspitasari et al. (2019); Purbaya & Wahyudin (2019); Burkhailo, (2019); Febriana (2020); Ramadhani (2020); and Arumugam et al., (2020). The relationship between this research and previous research has something in common, namely they both analyze euphemistic expressions, while the difference between this study and previous research is the source of the research data and the object under study. This study examines the

expressions of euphemism and dysphemism that appear in the comments column of Deddy Corbuzier's Youtube account. The results of previous studies can be concluded that the forms of euphemisms found and identified are in the form of figurative expressions, metaphors, flifansi, remodelling, circumlocution, clipping, acronyms, escaping, general to specific words, some for the whole, hyperbole, meaning beyond statements, jargon, and colloquial. In previous studies, it was revealed that different forms of euphemism were found. The most common form of euphemism found is figurative euphemism, while in this study, the most common form of euphemism found is idiomatic phrase euphemism, with four data that can be identified and found.

Euphemisms can be considered to act as expressions in the form of words or phrases that can provide a more subtle, polite, and safe meaning to replace other expressions that are considered impolite or believed to be dangerous. Euphemism is one of politeness in language. Based on the results of this study, 25 data were found which were identified as being part of 10 forms of euphemism. First, euphemisms in the form of metaphors, there are two data found, namely in the form of words *dianaktirikan* (neglected) and *seperti ksatria* (like the Knights). Second, euphemisms in the form of figurative expressions, there are two data found, namely in the form of words *seleksi alam* (natural selection) and *mengemban amanah* (to carry out the mandate). Third, euphemisms in the form of circumlocution, there are three data found, namely in the form of words *anak bangsa* (children of the nation), *formalitas* (Formality), and *luar biasa* (extraordinary). Fourth, euphemisms in the form of idiomatic phrases, there are four data found in the form of words *rendah hati* (humble), *pemikiran cermelang* (brilliant mind), *langka* (rare), and *tangan kanan* (right hand). Fifth, euphemism in the form of hyperbole, there are two data found, namely in the form of the word *pahit asin* (salty bitter) and *pencerahan pikiran* (mind enlightenment). Sixth, euphemisms in the form of an omission, there are two data found, namely in the form of the word *formula (khusus)* (special formula) dan *(malaikat) pelindung* (guardian angel). Seventh, euphemisms in the form of foreign terms, there are three data found in the form of the word *low profile*, *legowo* (accept sincerely) and *smart people*. Eighth, euphemism in the form of one word replacing another word, there are three data found, namely in the form of the word *wow*, *membangun generasi* (buid generation), and *mohon* (please). Ninth, euphemisms in the form of absorption, there are two data found, namely in the form of the word *salut* (salute) and *penghayatan* (appreciation). Tenth, euphemism in the form of abbreviations, there are two data found in the form of the word *UKT* (single tuition fee) and *PJJ* (distance learning).

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