

THE USED OF EUPHEMISM IN ONLINE MEDIA: ANALYSIS OF THE NEWS HEADLINE REGARDING SENSITIVE ISSUE GAZA ISSUE IN THE JAKARTA POST

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ABSTRACT

This study examines the strategic use of euphemisms in news headlines regarding the Gaza conflict published by The Jakarta Post. Euphemism functions as a linguistic tool that mitigates the impact of sensitive or politically charged topics, shaping public perception and discourse. Using Allan and Burridge theory (1991) framework, the research categorizes euphemistic expressions found in 39 headlines and identifies prevalent strategies such as one-for-one substitution, technical jargon, understatement, and circumlocution.

Keywords: Euphemism, The Jakarta Post, News headline.

INTRODUCTION

In the realm of media communication, language plays a major role in shaping public perception and constructing social realities. Perceptions and social norms are shaped by how language is used (Kuang & Bucheri, 2022). Mass media, especially online mass media, has become a powerful platform that influences how the public perceives sensitive, controversial, or politically charged issues. Mass media expands access to information while influencing people's perception of values (Rahman, Sutjipto & Putri, 2024). Among the linguistic strategies used by journalists, euphemism stands out as a common tool as a censorship in news headlines to reduce the impact of harsh, direct, or potentially offensive topics (Aswan, Santoso & Syahri, 2024). News headlines, in particular, are designed to grab attention while subtly framing the narrative, often through euphemistic language.

Euphemism, as defined by Allan and Burridge (1991, 2006), is the replacement of a word or expression that is considered impolite or rude with a more acceptable and less harsh alternative. Euphemisms serve many types: figurative expression, metaphor, flippancy, remodelling, circumlocution, clipping, abbreviations, acronyms, omission, one-for-one substitution, general for specific, part for whole (synecdoche), hyperbole, understatement, technical jargon, and colloquialism.

This research focuses on how euphemisms are used in the coverage of the Gaza conflict, a sensitive issue that is highly discussed around the world. This topic was chosen because it is a sensitive issue that involves politics, violence, rights violations, and involves many countries in its case. As described by Allan and Burridge (Allan & Burridge, 1991) that euphemisms are utilized when discussing sensitive matters such as death, war, sex, and violence.