Euphemism in Indonesian Movie Reviews: A Sociolinguistics Study

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Abstrak
Penelitian ini menginvestigasi strategi eufemisme yang digunakan oleh pembuat konten dalam ulasan film mereka. Mengingat pengaruh yang semakin besar dari pembuat konten online terhadap perilaku konsumen, penting untuk meneliti bagaimana mereka memanfaatkan teknik bahasa untuk membentuk ulasan mereka. Dengan menggunakan pendekatan kualitatif deskriptif, penelitian ini bertujuan untuk mengidentifikasi jenis dan tujuan spesifik eufemisme yang digunakan oleh pembuat konten saat mengevaluasi film. Temuan menunjukkan bahwa pembuat konten terutama mengandalkan jenis eufemisme substitusi dan perifrasis, di mana substitusi melibatkan penggantian istilah yang berpotensi menyinggung atau sensitif dengan alternatif yang lebih dapat diterima, dan perifrasis menggunakan ekspresi tidak langsung untuk menyampaikan makna. Secara khusus, penelitian ini juga menunjukkan bahwa tujuan utama penggunaan teknik eufemisme ini adalah untuk menarik perhatian audiens. Dengan memetakan strategi eufemisme pembuat konten dalam konteks ulasan film, penelitian ini memberikan kontribusi pada pemahaman yang lebih luas tentang penggunaan eufemisme di berbagai domain, menginformasikan diskusi tentang pertimbangan etika dan dampak pilihan bahasa dalam konten digital yang berpengaruh, serta meletakkan dasar untuk eksplorasi lebih lanjut tentang praktik eufemisme dalam berbagai konteks pembuatan konten dan komunikasi.

Kata kunci: *Eufemisme, Pembuat Konten, Ulasan Film, Keterlibatan Audiens, Strategi Bahasa*

Abstract
This research investigates the euphemism strategies employed by content creators in their movie reviews. Given the growing influence of online content creators on consumer behavior, it is crucial to examine how they utilize language techniques to shape their reviews. Using a descriptive qualitative approach, this study aims to identify the specific types and purposes of euphemisms used by content creators when evaluating films. The findings reveal that content creators primarily rely on the substitution and periphrasis types of euphemisms, where substitution involves replacing potentially offensive or sensitive terms with more palatable alternatives, and periphrasis uses roundabout expressions to convey meaning. Notably, the research also indicates that the primary purpose behind the use of these euphemistic techniques is to captivate the audience's attention. By mapping the euphemism strategies of content creators in the context of movie reviews, this study contributes to the broader understanding of euphemism usage across different domains, informing discussions on the ethical considerations and impact of language choices in influential digital content, and laying the groundwork for further exploration of euphemism practices in various content creation and communication settings.

Keywords: Euphemism, Content Creators, Movie Reviews, Audience Engagement, Language Strategies

Introduction

Examining movie review content on social media has become an increasingly important topic today. The activity of reviewing through digital platforms has become an increasingly common phenomenon among the public.

However, the implications of this practice raise various considerations that must be considered by speakers, or those involved in reviewing activities. Language choices, especially euphemisms, can have a significant impact on how products are perceived by audiences. Speakers should carefully consider the use of language that can affect the image of the product, brand, as well as the perception of readers.

Research on the usage patterns of euphemisms in movie review content is important to reveal the strategic function behind the language selection (Pan, 2013). The findings of this study can provide valuable input for speakers in developing effective review content while maintaining the norms of politeness and language ethics. In addition, this research can also reflect the dynamics of Indonesian language development in the current digital era, which can provide input for stakeholders to strengthen the position and development of a resilient Indonesian language in the digital environment.

Definition of Euphemism

Within the complex realm of human communication, euphemisms play a crucial role in navigating delicate subjects and social scenarios. Etymologically derived from the Greek words euphēmia, which means "speaking well," and phemizein, which means "to say," a euphemism represents the act of substituting a mild or indirect expression for one that is considered harsh, offensive, or unsettling (Matondang, Sumarlam, & Purnanto, 2020). This strategic use of language falls squarely within the domain of sociolinguistics, a field dedicated to understanding the interaction between social factors and language usage.

Euphemisms primarily serve as a means of mitigation. By employing a less direct term, speakers aim to alleviate potential discomfort or offense caused by addressing sensitive subjects. For instance, when discussing death, a speaker might opt to use the euphemism "passed away" instead of the more straightforward "died." This subtle shift in language recognizes the seriousness of the situation while softening the emotional impact on the listener. Likewise, euphemisms can help navigate potentially embarrassing topics such as bodily functions or financial hardships (Aytan, Aynur, Hila, Aytac, & Malahat, 2021). Choosing to use "restroom" rather than "bathroom" or "financially challenged" instead of "poor" exemplifies this mitigating function.

The effectiveness of euphemisms lies in their adaptability to the constantly evolving social landscape (Yildiz, 2021). As societal norms and sensitivities change, so does the acceptability of certain terms. For example, the euphemism "elderly" for older adults might be considered outdated in certain contexts, leading to the adoption of more neutral terms like "senior citizen" or "older adult." Understanding the intricate role of euphemisms within sociolinguistics allows us to appreciate the delicate balance between effective communication and social sensitivity.

Euphemism as part of Sociolinguistics

Euphemisms, those linguistic chameleons that subtly replace harsh or taboo terms, offer a fascinating lens through which to examine the interplay of language and social values within the field of sociolinguistics. Sociolinguistics delves into the intricate connections between social factors such as power dynamics, cultural beliefs, and historical context, and how these factors influence our language choices. Euphemisms become a prism reflecting these social

values, revealing prevailing sensitivities and anxieties.

The primary function of euphemisms in sociolinguistics lies in their ability to mitigate discomfort in social interactions. By substituting a more palatable term, speakers navigate sensitive topics while maintaining social harmony. For example, the euphemism "passed away" for "died" acknowledges the finality of death but softens its harshness. This mitigation strategy reflects societal discomfort with direct discussions of mortality. Similarly, euphemisms for bodily functions like "restroom" for "bathroom" or "passed gas" for "flatulence" demonstrate the desire to maintain social decorum in specific contexts. The choice and evolution of euphemisms thus illuminate cultural values around politeness and propriety.

Furthermore, euphemisms can be employed to mask power dynamics or obscure realities. The term "downsized" used in place of "laid off" during job cuts exemplifies this. "Downsized" carries a connotation of streamlining and efficiency, minimizing the human cost of job losses (Cao, 2020). This linguistic strategy reflects a societal tendency to downplay unpleasant realities, particularly those that challenge established power structures. Analyzing euphemisms through a sociolinguistic lens allows us to critically examine the ways language choices can be used to manipulate perception and maintain the status quo.

By studying euphemisms, sociolinguists gain valuable insights into the social fabric of a community. These subtle linguistic shifts reveal evolving societal values, anxieties, and power dynamics. Euphemisms, therefore, are not mere substitutions for blunt terms; they are potent tools for understanding the intricate dance between language and social life.

The trend of Euphemism nowadays

While traditionally regarded as tools for mitigating sensitive topics, euphemisms have gained increasing attention within contemporary sociolinguistics as a subject of nuanced research. The focus has expanded beyond mere strategies of softening language to explore the intricate complexities of power, identity, and social change that are reflected in euphemistic expressions (Hamilton & Foltzer, 2021).

One notable trend involves the examination of euphemisms as indicators of political correctness (Dewi, Huda, & Supriyatno, 2019). Researchers delve into how euphemisms can be employed to avoid potentially offensive terms associated with race, gender, disability, and other sensitive categories. For instance, the evolving terminology used to refer to individuals with disabilities, shifting from "handicapped" to "differently-abled," reflects a growing awareness of the importance of respectful language. However, this trend also raises questions about potential insincerity or even the suppression of open discussion. Studies investigate the delicate balance between inclusivity and the cultivation of genuine understanding. Another intriguing area of research examines euphemisms as instruments of power dynamics. Scholars analyze how those in positions of power strategically employ euphemisms to manipulate public perception or obscure realities. For example, military discourse employs the term "collateral damage" as a euphemism for civilian casualties, which serves to downplay the human cost of conflict and maintain a sense of control for those in power. Linguistic investigations unpack the ways in which these euphemisms shape narratives and perpetuate power imbalances (Jaganegara, Arvian, & Noryatin, 2020).

Furthermore, contemporary research explores the role of euphemisms in the construction of identity. Social media platforms and online communities have become fertile grounds for the creation and dissemination of new euphemisms. These euphemisms can serve as linguistic markers of specific online identities or subcultures. By analyzing the evolution of these euphemisms, researchers gain insight into how marginalized groups reclaim agencies and redefine societal norms through their language choices (Aziza, 2021).

Euphemism used in various contexts

Euphemisms, those linguistic shape-shifters, adapt their form and function depending on the communicative context. Within the realm of sociolinguistics, analyzing their usage reveals the intricate dance between language, social norms, and power dynamics. Here, we explore the diverse applications of euphemisms across various contexts (Crespo-Fernández, 2022). One prominent context is the realm of professional communication. Euphemisms can be utilized to mitigate potentially harsh realities or maintain a sense of decorum. For instance, during performance reviews, a manager might utilize "needs improvement" instead of "poor performance" to provide constructive criticism while preserving the employee's morale. Similarly, the euphemism "let go" when referring to job termination cushions the impact for the departing employee compared to the blunt "fired." These strategic uses of euphemisms help navigate potentially awkward situations while upholding professional courtesy. Euphemisms also play a significant role in the domain of death and illness. By substituting less direct terms, speakers can acknowledge the gravity of the situation while minimizing emotional distress. The euphemism "passed away" for "died" softens the harshness of death, while "terminally ill" for "dying" acknowledges the seriousness of the illness without explicitly stating the inevitable outcome. This mitigation strategy allows for more sensitive communication, particularly when discussing these delicate topics with loved ones (Ridwan, Murni, & Santoso, 2020).

The impact of Euphemism studies into Linguistics

The study of euphemisms in sociolinguistics goes beyond the conventional examination of everyday communication. Its impact extends to film criticism, where reviewers use euphemisms to subtly convey their opinions while adhering to professional courtesy or meeting the expectations of their target audience.

One interesting area of investigation lies in the use of euphemisms to deliver negative critiques (Fitriani, Syarif, & Wahyuni, 2019). Instead of using harsh terms like "bad" or "disappointing," a reviewer might describe a film as "uneven" or "not reaching its full potential." These euphemisms allow for a nuanced critique that acknowledges the film's flaws without resorting to direct negativity. Analyzing such euphemisms helps researchers understand the subtle art of film criticism, where reviewers must express their assessment while maintaining positive relationships with filmmakers and studios.

Additionally, euphemisms can be used to navigate the expectations of the target audience. In a review intended for families, euphemisms like "a bit too intense for younger viewers" may be employed instead of explicitly pointing out violence or mature themes. Conversely, in a review aimed at horror movie enthusiasts, a film may be described as "lacking in thrills" rather than simply being called boring. By analyzing these euphemisms, researchers gain insight into the strategies reviewers use to tailor their language to specific audiences, ensuring effective communication and maintaining credibility within their respective communities (Iswara & Ni Nyoman Ayu J. Sastaparamitha, 2020).

However, the influence of euphemisms in movie reviews requires further exploration. Future research can delve into the potential drawbacks of using euphemistic language in film criticism. For example, excessive use of euphemisms may obscure a reviewer's true opinion, leaving readers with a sense of ambiguity. Moreover, investigating the cultural context surrounding euphemisms in movie reviews from different countries can provide valuable insights into how reviewers navigate social norms and audience expectations across diverse cinematic landscapes. By delving deeper into this under-explored field, researchers can shed light on the complex interplay between language, film criticism, and the ever-changing world of cinema.

Theories

Sociolinguistics is a branch of linguistics that studies the relationship between language and society. It explores how language is influenced by social factors such as culture, ethnicity, gender, social class, and situational contexts, and how language use, in turn, shapes social interactions and perceptions (Shi, 2023).

As a field of study, Sociolinguistics examines the intricate relationship between language and the broader social, cultural, and political contexts in which it is used. At the heart of this interdisciplinary approach lies a recognition that the ways we employ language, including the deployment of euphemistic expressions, both reflect and shape the realities of our lived experiences (Shi, 2023).

The strategic use of euphemisms serves as a particularly illuminating lens through which sociolinguists can explore the unspoken norms, power structures, and ideological tensions that permeate a society (Syaharani & Refnaldi, 2022). The very existence of certain euphemistic terms, and the specific circumstances in which they are employed, can shed light on the social taboos, sensitivities, and hierarchies that influence our linguistic choices.

For instance, the prevalence of euphemisms related to death, illness, or bodily functions can reveal societal discomfort with mortality and the physical realities of the human experience. Similarly, the use of euphemisms to describe marginalized groups or controversial issues may point to the systemic marginalization and silencing of certain perspectives within the dominant discourse.

Furthermore, the strategic functions of euphemisms, as outlined by Burridge's taxonomy, can offer valuable insights into the ways in which language is wielded as a tool of resistance, subversion, or control (Rittenburg, Gladney, & Stephenson, 2016). Content creators who employ euphemisms to draw attention, express contempt, provoke reactions, or mock authority are actively shaping the linguistic landscape and, by extension, the social and political landscape.

By analyzing these patterns of euphemistic usage, sociolinguists can gain a deeper understanding of the power dynamics, ideological divides, and sociocultural norms that underpin a given context. This knowledge can inform our understanding of how language both reflects and contributes to the construction of social realities, empowering us to critically examine the ways in which language is used to uphold or challenge dominant narratives.

Ultimately, the study of euphemisms through the lens of sociolinguistics offers a rich and multifaceted perspective on the complex interplay between language, power, and social change (Hanifah & Rusmana, 2023). By delving into the nuances of euphemistic expression, researchers and observers can uncover important insights about the driving forces that shape our linguistic and societal landscapes.

In the contemporary landscape of consumer behavior, a prevalent trend has emerged wherein individuals increasingly rely on reviews and assessments before engaging with or purchasing a product or service. This phenomenon extends far beyond the realm of movie reviews, permeating a diverse array of domains, from consumer electronics and travel destinations to myriad other sectors.

The ubiquity of review-centric consumption can be attributed to the exponential growth of digital platforms and social media, which have facilitated the rapid dissemination and accessibility of user-generated content and expert analyses. Consumers, eager to make informed decisions and minimize potential risks or disappointments, have come to view the careful curation of pre-purchase information as an essential part of the decision-making process.

This shift in consumer behavior has profound implications for both producers and consumers. For content creators and businesses, the need to craft compelling and trustworthy

reviews has become a critical consideration in their marketing and engagement strategies. Effective review management, including the cultivation of positive user testimonials and the proactive addressing of negative feedback, can significantly impact a product or service's success in the marketplace (Rittenburg et al., 2016) .

Conversely, for consumers, the reliance on reviews introduces a degree of detachment from the direct experience, potentially skewing their perceptions and expectations. The abundance of information available can also lead to analysis paralysis, where individuals become overwhelmed by the sheer volume of reviews and struggle to arrive at a definitive decision.

Moreover, the inherent subjectivity and potential biases present in reviews, whether conscious or unconscious, can shape the consumer's understanding of a product or service in ways that may not accurately reflect their own unique preferences and needs. This dynamic underscore the importance of critical thinking and the recognition that reviews, while informative, should not be the sole determinant of one's choices.

As the trend of review-centric consumption continues to permeate various industries, it becomes increasingly crucial for both producers and consumers to navigate this landscape with nuance and discernment. By understanding the drivers and implications of this phenomenon, stakeholders can develop strategies that balance the valuable insights provided by reviews with a deeper engagement with the product or service itself.

Primarily, euphemisms function as a means of mitigating discomfort. By choosing a less direct term, speakers seek to minimize potential unease or offense that may arise when discussing sensitive topics. For example, when talking about death, an individual might choose to use the euphemism "passed away" instead of the more straightforward term "died." This subtle linguistic shift acknowledges the seriousness of the situation while softening the emotional impact on the listener. Similarly, euphemisms for bodily functions, such as "restroom" instead of "bathroom" or "passed gas" in place of "flatulence," exemplify this mitigating function in everyday interactions.

The effectiveness of euphemisms lies in their capacity to adapt to an ever-changing social landscape. As societal norms and sensitivities evolve, the terminology deemed appropriate also transforms. For instance, the euphemism "elderly" to describe older adults may be considered outdated in certain contexts, leading to the adoption of more neutral terms like "senior citizen" or "older adult." By understanding the nuanced role of euphemisms in sociolinguistic studies, we can appreciate the delicate balance between effective communication and social sensitivity.

Euphemisms provide an intriguing perspective through which to analyze the interaction between language and social values in the field of sociolinguistics. They serve as prisms that reflect prevailing sensitivities and anxieties. Moreover, euphemisms can be used to hide power dynamics or conceal realities. For example, when job cuts occur, the term "downsized" may be used instead of "laid off." This choice of wording implies that the cuts are part of an effort to streamline operations and improve efficiency, downplaying the human impact of job losses. This linguistic approach reflects a tendency in society to downplay unpleasant truths, especially those that challenge established power structures. By examining euphemisms from a sociolinguistic perspective, we can analyze how language choices can be used to manipulate perception and maintain the existing social order.

The study of euphemisms goes beyond traditional communication contexts and includes social media platforms and online communities, where new euphemisms are created and spread. These linguistic markers reflect specific online identities or subcultures and allow marginalized groups to reclaim agency and redefine societal norms through their language choices.

Traditionally, euphemisms were seen as ways to soften sensitive topics. However, recent research in contemporary sociolinguistics has revealed the complexities of euphemistic

language in relation to power, identity, and social change.

One significant aspect of euphemism research is the examination of euphemisms as indicators of political correctness. This line of inquiry investigates how euphemisms can be used to avoid potentially offensive terms related to race, gender, disability, and other sensitive categories. The evolving language used to refer to people with disabilities, for instance, demonstrates a growing awareness of the importance of respectful language. However, this trend raises concerns about authenticity and the potential hindrance of open discussion. Studies explore the delicate balance between inclusivity and the promotion of genuine understanding. The impact of euphemism research goes beyond everyday communication. In the context of film criticism, reviewers use euphemisms to subtly express their opinions while navigating professional courtesy or meeting the expectations of their target audience.

A particularly interesting area of investigation focuses on the use of euphemisms in delivering negative critiques (Sitohang, Cahayati, & Mansur, 2021). Instead of using harsh terms like "bad" or "disappointing," reviewers may describe a film as "uneven" or "not reaching its full potential." These euphemisms allow for a nuanced critique that acknowledges the film's flaws without resorting to direct negativity. Analyzing these euphemisms helps us understand the subtle art of film criticism, where reviewers must express their evaluations while maintaining positive relationships with filmmakers and studios. Furthermore, euphemisms can be used to meet the expectations of the intended audience. For instance, when creating a review for families, it is more effective to use euphemisms like "a bit too intense for younger viewers" instead of directly mentioning violence or mature themes. On the other hand, when targeting horror movie enthusiasts, it is more appropriate to describe a film as "lacking in thrills" rather than simply stating that it is unexciting.

According to linguist Kate Burridge's comprehensive theory on euphemism, there are four main types of euphemistic language that individuals and organizations employ to soften or obscure unpleasant or controversial topics (Waljinah et al., 2020).

1. The first type is Substitution Euphemisms, which involve the use of more palatable lexical substitutes to describe potentially offensive or distasteful concepts. For example, using the term "passed away" instead of "died" to reference the death of an individual. This type of euphemism allows speakers to avoid directly confronting the harsh realities of mortality, replacing grim terminology with gentler phrasing that minimizes the finality and gravity of death. Substitution euphemisms are commonly used in the context of obituaries, eulogies, and other formal settings where there is a social imperative to discuss sensitive topics in a delicate manner.

2. The second type is Omission Euphemisms, where certain words or details are deliberately omitted from a statement to avoid directly addressing a sensitive topic. This can be seen in the use of ellipses or vague phrasing to gloss over uncomfortable realities. For instance, a politician might state that "difficult decisions were made" without elaborating on the specifics of those decisions, which may have involved unpopular or unethical actions. Omission euphemisms allow communicators to sidestep controversial issues by simply excluding pertinent information, rather than directly acknowledging or confronting them.

3. The third type is Periphrasis Euphemisms, which rely on indirect, roundabout expressions to indirectly reference a taboo subject. Phrases like "in the family way" to indicate pregnancy exemplify this euphemistic strategy. By using circumlocutory language, speakers can allude to a sensitive topic without directly naming or describing it. This type of euphemism is particularly common in social contexts where there is a cultural taboo or stigma associated with the subject matter, such as discussions of human sexuality or bodily functions.

4. Finally, Burridge identifies Figurative Euphemisms as the fourth type, where

metaphorical or analogous language is used to draw comparisons and mask the literal meaning of a statement. Describing an economic recession as a "correction" in the market is one such example of a figurative euphemism. By invoking more benign, innocuous terminology, communicators can reframe negative or undesirable phenomena in a more palatable light, diluting the impact of the underlying reality.

Euphemisms are a ubiquitous feature of daily communication, employed by individuals across genders, ages, and social strata (Nusri & Mubarak, 2022). These linguistic devices serve to soften or obscure unpleasant, controversial, or taboo topics, allowing speakers to navigate sensitive subject matter with greater delicacy and tact.

One common example of the pervasive use of euphemisms can be found in discussions of bodily functions and processes. Terms like "restroom," "powder room," or "ladies' room" are frequently used in place of the more direct "toilet" or "bathroom" (Candra, Arifin, & Asanti, 2022). This substitution of terminology allows individuals to reference the need to attend to personal hygiene without directly evoking the physiological realities involved. Similarly, phrases like "my time of the month" or "on the rag" are commonly used euphemisms for menstruation, masking the biological details with more discreet language (Wang, 2020).

The use of euphemisms is also prevalent in professional and organizational contexts, where there may be a perceived need to frame events or circumstances in a more palatable manner. For instance, the term "workforce reduction" is often employed as a euphemism for "layoffs" or "job cuts," softening the blow of economic hardship for affected employees and the public (Tarigan & Marpaung, 2023). Likewise, corporations may refer to the "termination of employment" rather than plainly stating that an employee has been "fired" or "let go."

Beyond gender and occupational divides, euphemisms transcend social class distinctions, with individuals across the socioeconomic spectrum utilizing these linguistic strategies to navigate sensitive topics. Wealthy individuals may speak of their "domestic staff" rather than "servants," while those of more modest means might refer to their "home helper" instead of a "maid" (Kafi & Degaf, 2021). In this way, euphemisms allow communicators to maintain a veneer of social propriety and refinement, irrespective of their actual economic status or position in society.

Building upon the framework established by Burridge's four-part taxonomy, the ubiquity of euphemisms in daily discourse underscores their utility as linguistic tools for navigating the complexities of human interaction. By providing a means to address delicate matters with greater tact and diplomacy, these rhetorical devices enable individuals to preserve social harmony, avoid causing offense, and maintain a sense of decorum across a wide range of personal, professional, and societal contexts.

Purposes of Euphemism

Linguist Kate Burridge's research has identified four keyways in which euphemisms can be employed subversively, rather than to maintain social decorum (Mironina & Porchesku, 2023). These functions allow speakers to challenge dominant narratives and unsettle the status quo through strategic use of language.

1. Drawing Attention: Ironically using a euphemism can serve to highlight the very topic that the language is meant to obscure. For example, referring to a person's "advanced age" when the intent is to emphasize their old age draws attention to the sensitive issue of aging that the euphemism was meant to conceal. This technique can be especially effective in drawing focus to marginalized experiences or taboo subjects that dominant discourse seeks to minimize or ignore. By employing the language of propriety, the speaker paradoxically calls greater attention to the problematic realities that polite society prefers to overlook.

2. Showing Contempt: Euphemisms can also be used sarcastically to express disdain or scorn. Saying someone has "passed on" when the intent is to mock their death

undermines the delicate phrasing and reveals the speaker's true, unsympathetic attitude. This weaponized use of euphemisms allows the speaker to register their disapproval or disgust in a confrontational yet veiled manner, challenging the social niceties that the original euphemism was meant to uphold.

3. Being Aggressive/Provocative: Euphemisms can further be deployed aggressively, with the goal of provoking a reaction. Describing a politician's "difficult decisions" when the intent is to criticize their unethical actions is a confrontational way of raising controversial issues. By cloaking their censure in the language of diplomacy, the speaker can deliver a more cutting rebuke, forcing the target to respond to the underlying accusation rather than simply defending their choice of words.

4. Mocking Authority: Powerful institutions and figures are often the targets of euphemistic language used to ridicule their attempts at propriety. Referring to "enhanced interrogation techniques" when the intent is to condemn torture is a way of mocking the authorities' use of deceptive terminology. This form of subversive euphemism challenges the legitimacy of dominant discourses by exposing the hypocrisy and obfuscation inherent in the language used to justify controversial policies and practices.

By repurposing euphemisms in strategic ways, content creators can wield these linguistic devices as part of a broader rhetorical arsenal for challenging dominant narratives and disrupting the status quo. Linguist Kate Burridge's taxonomy reveals how euphemisms, often designed to maintain social decorum, can be subverted to unsettled power structures and give voice to marginalized perspectives. Euphemisms can be used to draw attention to sensitive topics, express contempt for those in authority, convey aggressive or provocative stances, and mock institutional language.

Analyzing the types of euphemisms used and their specific functions can provide valuable insights into the underlying strategies and motivations of content creators. Whether examining films, political speeches, or marketing materials, paying close attention to the deployment of these linguistic devices can shed light on the speaker or writer's rhetorical agenda. By employing euphemisms in these subversive ways, content creators may be deliberately attempting to challenge dominant narratives, unsettle the status quo, and amplify marginalized voices.

Mapping the evolving landscape of euphemistic usage can inform our understanding of the complex interplay between language, power, and social change. This sociolinguistic analysis can equip us with the tools to navigate the nuances of contemporary discourse and identify the strategies employed by those seeking to shape the public narrative. Examining how euphemisms are used to highlight sensitive topics, express disdain for authority, provoke strong reactions, or ridicule institutional language can reveal the dominant attitudes, power dynamics, and ideological fault lines that characterize a particular historical moment

Research Method

The study of euphemistic language and its sociolinguistic implications lends itself particularly well to qualitative research methodology. This qualitative, descriptive approach, grounded in the rich tradition of interpretive inquiry, allows us as researchers to delve deeply into the contextual factors, cultural norms, and power dynamics that shape the use and perception of euphemisms within a given social milieu.

Qualitative, descriptive research, with its emphasis on understanding human experiences, meanings, and perspectives, provides a nuanced and contextually sensitive lens through which to explore the complexities of euphemistic expression. By engaging in in-depth interviews, focus group discussions, and the careful analysis of textual artifacts, we can uncover the

underlying motivations, linguistic strategies, and sociocultural influences that govern the deployment of euphemisms.

This qualitative, descriptive methodological approach is particularly valuable in the study of euphemisms, as it enables us to capture the subtleties and situational variations that may be obscured by more quantitative approaches. Qualitative, descriptive inquiry facilitates the exploration of how individuals and communities navigate linguistic choices in response to social taboos, power dynamics, and ideological constructs, shedding light on the intricate interplay between language and the broader sociocultural landscape.

Moreover, the inductive and iterative nature of qualitative, descriptive research allows for the identification of emergent themes and unexpected insights that may challenge or expand existing theoretical frameworks (Supyani & F, 2021). By adopting a flexible and open-minded stance, we can delve into the rich tapestry of euphemistic discourse, uncovering novel patterns, contextual factors, and the lived experiences of language users.

The analytical rigor of qualitative, descriptive research, with its emphasis on thick description, interpretive analysis, and the triangulation of multiple data sources, ensures a depth of understanding that can inform and enrich the scholarly discourse on euphemisms and their sociolinguistic significance. This methodological approach enables us to move beyond the mere identification and categorization of euphemisms, and instead explore the dynamic interplay between language, power, and social change.

Ultimately, the qualitative, descriptive exploration of euphemistic language offers a valuable avenue for us as researchers to unpack the complex and contextually situated nature of linguistic choices (Mironina & Porchesku, 2023). By embracing this methodological tradition, we can contribute to a more nuanced and holistic understanding of the ways in which euphemisms both reflect and shape the sociocultural realities of our world.

Result and Discussion

Datum 1

"0:34 -0:45 *salam satu film terbaik di tahun 2017 adalah berjudul get out film ini agak sensitif dan membahas hal-hal yang bersifat mengundang **dolar kuning** sehingga saya mungkin akan mengubah beberapa kata menjadi bahasa Sunda".*

The use of euphemistic language in the video, such as "kulit hideung" and "dollar kuning," suggests that the content creator (CC) is employing these terms strategically to draw attention to the concepts they represent.

In the case of "kulit hideung" as a euphemism for "negro," the CC seems to be using this substitution to indirectly reference racial characteristics without directly invoking the more offensive term. This linguistic choice may be a deliberate attempt to draw the audience's attention to the topic of race and racial identity, while navigating the sociocultural sensitivities surrounding the use of potentially charged terminology.

Similarly, the use of "dollar kuning" as a euphemism for content that may be deemed unsuitable for monetization serves to draw attention to the platform's policies and the challenges content creators face in producing content that adheres to those guidelines. By using this euphemistic term, the CC can acknowledge the issue without directly confronting it, potentially piquing the audience's interest and awareness of the complexities surrounding content monetization and platform governance.

These euphemistic expressions, rather than obscuring or downplaying the underlying concepts, can be seen as a way for the CC to draw attention to them in a more subtle and nuanced manner. This linguistic strategy may be employed to engage the audience, spark discussions, or highlight the broader sociocultural and platform-specific factors that shape the content creation landscape.

By using these euphemisms, the CC can indirectly reference sensitive or controversial topics, potentially drawing the audience's attention to these issues without directly addressing them in a way that could be perceived as confrontational or alienating. This approach may be a deliberate attempt to navigate the complex terrain of digital content production while still addressing relevant societal and platform-related concerns.

Datum 2

"1:22 – 1:30 *berlatar di Amerika Serikat cerita diawali dengan memperlihatkan suatu insiden penculikan terhadap seorang pria kulit hideung bernama Andre*"

The video content reveals the use of the phrase "kulit hideung" or "black skin" as a euphemistic reference to avoid the direct use of the term "negro," which is considered rude or racist. This linguistic choice reflects the content creator's (CC) awareness of the sociocultural sensitivities surrounding the use of potentially offensive terminology and the need to navigate such complexities within the content creation domain.

By employing the euphemistic expression "kulit hideung" instead of the more directly racial term, the CC engages in a strategic linguistic maneuver to convey the intended meaning while mitigating the risk of causing offense or backlash. This practice underscores the content creator's recognition of the power dynamics and societal norms that shape the acceptable use of language, particularly when addressing issues of race and identity. The exploration of this euphemistic expression provides valuable insights into the linguistic decision-making processes of content creators as they navigate the nuanced landscape of digital content production, where sensitivity to sociocultural contexts is of paramount importance.

In this case, the type of euphemism employed is substitution, where the CC uses the phrase "kulit hideung" to replace the more offensive and inappropriate term "negro." The purpose of this strategy appears to be drawing attention away from the potentially sensitive and controversial topic of racial characteristics and presenting the concept in a more subtle, yet recognizable, manner for the audience.

By using the euphemistic phrase "kulit hideung," the CC can indirectly reference the concept of skin color and racial identity without directly invoking the term "negro," which may be perceived as too confrontational or offensive within the specific sociocultural context. This strategic linguistic choice reflects the CC's awareness of the need to navigate sensitive topics carefully, balancing the desire for accurate representation with the need to avoid potentially alienating or divisive language.

Datum 3

"2:05 – 3: 10 *Pemuda yang sama-sama hideung bernama Kris yang kebetulan memiliki pacar **Bodas** bernama Rose*"

The video content reveals the use of the Sundanese word "Bodas," which means "white," as a euphemistic reference to avoid directly mentioning the color of white skin when referring to a particular race or descent. This linguistic choice is observed in the contrast between the characters Rose, who is described as of white race, and Kris, who is portrayed as a man of black descent.

By employing the euphemistic term "Bodas" instead of directly invoking the racial characteristics, the content creator (CC) demonstrates an awareness of the sociocultural sensitivities surrounding the explicit discussion of race and identity. This strategic use of language reflects the CC's efforts to navigate the complex terrain of representing diverse racial and ethnic backgrounds in a manner that is mindful of prevailing societal norms and the potential for offense or controversy.

The exploration of this euphemistic expression provides insights into the content creator's

linguistic decision-making processes, highlighting the ways in which they seek to balance the accurate representation of individuals and communities with the need to employ more palatable, socially acceptable terminology. This understanding underscores the importance of a nuanced, contextual examination of the use of euphemisms in the broader landscape of digital content production, where content creators must carefully consider the implications of their linguistic choices in relation to the sociocultural dynamics at play.

In this instance, the type of euphemism used is substitution, where the CC employs the Sundanese term "Bodas" to substitute the more direct reference to white race or skin color. The purpose of this strategy appears to be drawing attention away from the potentially sensitive and controversial topic of racial characteristics and presenting the concept in a more subtle, yet recognizable, manner for the audience.

Datum 4

"3:17 – 3:27 *Ketika Rose menganggap si petugas agak menjurus ke arah **sisar** maka Rose pun langsung beradu argumen hingga si petugas polisi pun kalah dan melepaskan mereka berdu*a"

The video content reveals the use of the word "SISAR" as a linguistic strategy to avoid directly using the term "RASIS" (racist) in the Indonesian language. By reading the word "SISAR" backwards or upside down, it becomes "RASIS," providing a euphemistic representation of the more contentious term.

This linguistic maneuver demonstrates the content creator's (CC) awareness of the sociocultural sensitivities surrounding the explicit use of racially charged language. By employing this word game, the CC engages in a subtle form of euphemism, allowing for the conveyance of the intended meaning while sidestepping the potential for offense or controversy that may arise from the direct use of the term "RASIS."

The exploration of this euphemistic expression highlights the CC's strategic linguistic choices in navigating the complex terrain of digital content production. This understanding underscores the importance of examining the contextual factors and sociocultural norms that shape the use of such euphemistic language, as content creators seek to balance accurate representation with the avoidance of potentially polarizing or inflammatory terminology.

In this case, the type of euphemism used is substitution, where the CC employs the word "SISAR" to substitute for the more direct and contentious term "rasis" (racist). The purpose of this strategy appears to be drawing attention away from the potentially sensitive and controversial term "rasis" and presenting the concept in a more oblique, yet still recognizable, manner for the audience.

By using the word "SISAR" as a substitution, the CC is able to indirectly reference the concept of racism without directly invoking the term "rasis," which may be perceived as too confrontational or incendiary within the specific sociocultural context. This strategic linguistic choice reflects the CC's awareness of the need to navigate sensitive topics carefully, balancing the desire for accurate representation with the need to avoid potentially alienating or divisive language.

Datum 5

"5.18 *muncullah Si Mbak **art** yang menuangkan minuman kepada mereka semua*"

The analysis reveals the use of "ART" (Household Assistant) as a euphemism to avoid the term "maid." This reflects the content creator's (CC) awareness of the sociocultural sensitivities around "maid." The acronym "ART" presents the concept more palatably, suggesting the CC's recognition of the power dynamics and social hierarchies that may be implicated in the use of the word "maid," and their efforts to navigate these complexities within

the context of digital content production.

In this case, the type of euphemism used is omission, where the CC omits some letters from "ART" to substitute the more direct term "Asisten Rumah Tangga/ maid." This linguistic choice reflects the CC's strategic efforts to present the concept in a more socially acceptable manner that avoids potential offense or discrimination. By using the abbreviated term "ART" instead of "maid," the CC engages in a form of linguistic smoothing, carefully selecting terminology that will be perceived as less problematic by the audience.

The function of this strategy appears to be drawing attention away from the potentially sensitive term "maid" and presenting the concept in a more palatable way for the audience. This demonstrates the CC's awareness of the sociocultural connotations and power dynamics associated with the word "maid," and their deliberate attempt to navigate these complexities through the strategic use of euphemistic language. By employing the acronym "ART," the CC can introduce the idea of a household assistant without directly invoking the term "maid," which may carry undesirable implications or evoke negative associations for the audience. This linguistic maneuver allows the CC to address the concept in a manner that is more likely to be well-received and accepted within the broader social and cultural context.

Datum 6

"Bambam menjelaskan alur kehidupan mereka yang hanya mempunyai dua pilihan antara **berada 2 meter di bawah tanah** atau hidup di jalanan yang berakhir menjadi anggota di Salah satu partai politik"

The phrase "*berada 2 meter di bawah tanah*" serves as a clear example of euphemism, where the term "death" is replaced with a more palatable expression. This technique can be employed to soften the delivery of sensitive or controversial topics, making them more accessible to the audience.

The primary purpose of content creation is to attract the attention of the audience and engage them effectively. Yet, content creators must strike a delicate balance between this objective and the responsibility to do so in an ethical and responsible manner. The judicious use of euphemism, when appropriate and well-executed, can contribute to the overall effectiveness of the content. Conversely, an overreliance on such techniques or a failure to consider their broader implications can undermine the credibility and impact of the content, potentially alienating the very audience the creator seeks to reach.

Conclusion

The analysis of the content creation process reveals that the use of euphemisms by content creators in reviewing movies primarily takes the form of substitution and periphrasis. Substitution, where a more palatable term replaces a potentially offensive or sensitive one, is a common tactic employed to soften the delivery of controversial topics and make them more accessible to the audience. Periphrasis, the practice of using a round-about expression to convey a meaning, is also employed to similar effect. In contrast, the analysis shows that the use of omission, where the original term is simply omitted, is limited, and the use of figurative euphemisms, which rely on indirect or metaphorical language, is entirely absent. This strategic deployment of specific types of euphemisms underscores the content creators' efforts to strike a balance between engaging their audience and adhering to societal norms and legal regulations, as discussed in the previous sections.

The analysis of the content creation process reveals that the use of euphemisms by content creators serves a clear purpose: to attract the attention of the audience. The strategic deployment of substitution, where a more palatable term replaces a potentially offensive or sensitive one, and periphrasis, the practice of using a round-about expression to convey a meaning, are

employed to soften the delivery of controversial topics and make them more accessible to the audience. This approach allows the content creators to engage their viewers effectively while navigating the need to adhere to societal norms and legal regulations. In contrast, the limited use of omission, where the original term is simply omitted, and the absence of figurative euphemisms, which rely on indirect or metaphorical language, suggests a conscious effort by the creators to balance attention-grabbing tactics with ethical and responsible content delivery. The underlying purpose, as evidenced by the analysis, is to captivate the audience through carefully crafted euphemistic techniques.

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