EUPHEMISM IN JK ROWLING'S SPEECH

SKRIPSI

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ABSTRACT

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The study dealt with the analysis of euphemism in the text speech of JK Rowling. The objectives of this study were to investigate the types and functions of euphemism. This research applied the qualitative study with using content analysis design. The data were collected from the speech text by JK Rowling. There were fourteen data of euphemism. The data collected were analyzed based on Miles and Huberman analysis model including data condensation, data display, and drawing and verifying conclusion. The research findings showed that the speech of JK Rowling applied three types of euphemism namely circumlocution, semantic change and borrowing. While, there were two types of euphemism not realized, namely shortening and remodeling. It was also found that there were only three function of euphemism realized in JK Rowling speech, namely to politeness and convenience, to disguise the meaning, and to carryout religion orders. Two functions of euphemism was not found namely to avoid disaster and to reduce shame. In conclusion, not all the types and functions of euphemism realized in JK Rowling's speech.

Keywords: Euphemism, Speech.

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CHAPTER I

INTRODUCTION

A. Background of the Problem

The language plays a significant role in social life interaction by which it can be a very potential to keep life harmony, and it also potentially become a problem in society. Thus, language knowledge is mainly needed by humans as a social man, where survival of life can be maintained through communication. A good communication is a realization form of existence of language knowledge which can create life harmony in society. Otherwise, the lack of language knowledge can have a negative impact on social life and it also can create a problem in society.

Euphemism is one of the language knowledge that refers to a good way in communication, especially in discuss taboo things to keep the politeness in language by using finer words and avoiding words that are considered less good. Euphemism also used to avoid inconveniences and to maintain the relationship between the speaker and the listener. On the other hand, Sutarman (2013:50), claims that euphemism is an expression in the form of words or phrases that are considered more be refined, polite, and safe to replace other expressions that are considered impolite. Based on the definitions above, the main point is, that euphemism is a good way to express taboo something or the words felt harsh by using the good expressions in form of words or phrases for maintaining the relationship to others.

Euphemism has an important role in communication, which is very necessary to apply in the communication process. Beside euphemism be able to maintain the

relationship of the speaker and the listener, euphemism also can makes the communication will feel more comfortable and pleasant to hear, so that there is no part is offended, insulted, or uncomfortable because of the use of certain words, it means also euphemism serves to maintain the feelings of the speaker and listener.

The term of euphemism is widely used in the fields of economics and trade, social, health, sex, work, and government policy (Sutarman, 2013:51). Euphemism can be used in written and orally language, which is usually appears on the news, interview, movie script, and speech. Euphemism is the one of language knowledge that should be understood by humans as a social man to express a good word to replace a bad one. But in fact, there are still many language users who are not yet aware of the importance of using euphemism to make the finer word. Such as on this news, Taiwan legalized same-sex marriage in historic first from Asia. The words legalized same-sex marriage is inappropriate to use and not pleasant to hear, it should be changed to be a good one being legalized lesbian and gay marriage. This euphemism expression is the type of external borrowing in which the word is adopted from ancient France, and has the function is for politeness and convenience. The purpose is to make it more pleasant to hear and maintain the feelings of other so that there is no human insulted by a certain word. That is why euphemism is very necessary used in communication.

To creating harmony in communication, the human must use euphemism when communicating with another human. The first thing should do is to learning and understanding what euphemism is, especially for the types and the functions.

In this research, the researcher chooses JK Rowling's speech as the object of euphemism analysis, where speech is an activity of speaking in public using good words and potentially used euphemism. The example of euphemism from this speech is, she (JK Rowling) said that *Looking back at the 21-year-old that I was at graduation, is a slightly uncomfortable experience for the 42-year-old that she has become.* The expression of euphemism refers to *uncomfortable experience*, it is the euphemized of *anxious experience*, where the word *anxious* has been replaced to become *uncomfortable* to refine the word, so that proper and good to hear. This type of euphemism is *Litotes* and the function is to disguise the meaning.

B. Identification of the Problem

The problem of this research could be identified as follow:

- 1. The euphemism term was not strongly understood by people.
- 2. Types of euphemism
- 3. Functions of euphemism

C. Scope and Limitation

The scope of this study was about the study of semantic which mainly limited to investigating the types and the functions of euphemism used in JK Rowling's speech.

D. Formulation of the Problem

The problems of this research were formulated as follows:

- 1. What types of euphemism were used in JK Rowling's speech?
- 2. What was the function of the euphemism in JK Rowling's speech?

E. The Objectives of the Study

The objectives of the study were stated below:

- 1. To investigate the types of euphemism used in JK Rowling's speech.
- 2. To describe the functions of euphemism used in JK Rowling's speech.

F. The Significance of the Study

The findings of this study were expected to be able to provide significance theoretically and practically.

Theoretically, the findings of this study were expected to give the wider knowledge to the readers and give them valuable and useful information to the next researcher about euphemism, especially the types of euphemism and the benefits of using euphemism expressions.

Practically, the findings of this study were expected to give a practical contribution to the people want to talk taboo words or something that felt rough with using euphemism expressions, especially for the teacher and the students where euphemism expressions are very important in communicating to maintain the relationship between the speaker and the listener.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Semantic

Semantic is the part of linguistic study, which specifically discusses of meaning of the language, signs, or symbols. There are so many language, signs, and symbols in the world that the meaning is unknown. So, this is where the role of semantic is needed to interpret it. Kreidler (1998:3), states that semantic is the systematic study of meaning, and linguistic semantic is the study of how language organized and express meaning. On the other hand, Saeed (2003:3), defines that semantic is the study of the meanings of words and sentences that communicated through language. It means that semantic cannot be separated from the language, where they need each other, because in the language there are so many meanings that are should be interpreted through semantic.

Language has a dynamic nature which can change over time, and also potentially involves the change in its meaning. Semantic shift or change of meaning can occur due to several factors, that are war, population movement, economy, culture, and other factors (Tarigan, 1986:85). In the semantic shift, there are some types states by Sumarti (2017:35),namely: (a) expansion of meaning, the process of meaning shift from the narrow meaning to the broader meaning; (b) narrowing of meaning, the opposite of expansion of meaning which word meaning from the broad to the narrow meaning; (c) elevation of meaning, the process of meaning shift from the low meaning to the higher meaning; (d)

decrease of meaning, the process of meaning shift from the high or good meaning to the low meaning; (e) exchange of meaning, the process of meaning shift that occurs due to the exchange of responses between two different senses; (f) equality of meaning, the process of meaning shift that happens caused by similarity of nature or it can also be called as synonym; (g) replacement of meaning, the process of meaning shift that occurs due to close relationship between words involved in an environment of the same meaning.

Basically, semantic is the study discusses the meaning that has the relationship to the euphemism, where the euphemism involves the shift of meaning as the way to convey the intention which does not want to be conveyed directly, by disguising the real meaning.

2. Euphemism

The word euphemism comes from the Greek word *eu*, meaning "well" or "sounding good", and "*pheme*" meaning "speech", it means euphemism is the term of "well speech" which euphemism refers to mild, agreeable, or roundabout words used in place of coarse, painful or offensive ones (Rawson: 1981:1).

Euphemism is the expression of the good word to substitutes the word that felt less polite or harsh or unpleasant words that are not worth saying and can cause discomfort to the listener. In other words, euphemism provides a way of saying bad things in a nice way (Berdoll, 2003). From the statement above, euphemism can also be called the way of people that want to say about taboo things or unpleasant things in a good way, through a good language. Euphemism can be

formed by words and phrases to replace words and phrases that are not appropriate to say. So, actually, euphemism allows us to talk about taboo something but with using a good way, such as by using the word that is soft and polite and avoiding the use of the poor word, so it does not interfere with the process of communication. This is done to maintain the feeling of the listener, especially the good relationship between the speaker and the listener.

Generally, the euphemism used in all of the countries in the world, which is every country using language to make communication with others. The use of euphemism can be found in daily life. Euphemism has become phenomenon of language which has been widely used, and commonly used in the variety of fields, such as in the field of economics and trade, social, health, sex, work, and government policy (Sutarman, 2013:51), that statement is also supported by Rawson (1981:3), stated especially for government policy, that euphemism really attractive for those people and institution who have something to hide, who do not want to say what they are thinking, and who find it convenient to lie about what they are doing. Based on that definition of euphemism, the point is that euphemism is a form of tolerance in communication in order to maintain the harmony of life for language users who are social beings in society.

3. Types of Euphemism

Euphemism can be classified into five forms based on how it is created linguistically (Burridge, 2012; Allan, 2012). The types are *shortening*, *circumlocution*, *remodeling*, *semantic change*, *and borrowing*.

3.1. Shortening

Shortening is the process of removing several letters, syllables, and words to get a new word form that is more practically pronounced, but still has the same meaning. In the shortening, there are some different processes, namely:

a. Abbreviation

Abbreviation is the process of shortening that formed based on the first initial letters. For example, *DIY* is an abbreviation used to the expression *Do It Yourself*. In the abbreviation, people should say the abbreviation letter by letter. It has a different process from the acronym, although both of them are similar. Acronym is the shortening process formed by combining two or more syllables to forming a new word. Unlike abbreviation, that is must be pronounced letter by letter. In the acronym, people can pronounce the shortening form directly. Such as *NASA* (*National Aeronautics and Space Administration*).

b. Apocopation

The second type is apocopation. Apocopation is the process of removing and omitting the last syllable of the word. For instance, the word *brassiere* becomes *bra*.

c. Backformation

Backformation is formed by omitting the suffix or prefix in the word. According to Meyer (2009:182), backformation are words that are created through the reverse process of affixation. For example, the word *burgle*. *Burgle* is the word derived from word *burglar* that is the form of euphemism of *rob*.

d. Diminutive

Diminutive is the process of shortening that forms a new term by shortening a name and adding suffix which indicates affection. For example, *hind end* becomes diminutive form *heinie* which is an euphemism expression of *buttocks*.

e. Omission

Omission can be formed by omitting some letters of a word that considered as taboo and usually substitute by an asterisk. For instance, b*tch instead of bitch which has the euphemistic expression as $call\ girl$.

f. Clipping

Clipping is the word that has been shortened: *flu* is a clipped form of *influenza*, *phone* is a shortened form of *telephone* (Meyer, 2018:181). This is can be done by deleting or omitting some parts of the word to make the word more shorten, but still has the same meaning. Such as *ad* instead of *advertisement*.

3.2. Circumlocution

Circumlocution means that using the longer expression to express something. It usually used as the expansion which to expand the meaning of something, and make the meaning of certain word more be clear. For example, *solid human waste* as the euphemism form of *faces*, *a middle eastern dancing* sounds better than *belly dance*. Therefore, circumlocution is an excessive word to mention certain word.

3.3. Remodeling

Remodeling can also be divided into several parts, namely phonological distortion, blending, and reduplication.

a. Phonological Distortion

The first is phonological distortion. Euphemism can create while people intentionally distort the pronunciation of the word or the sound of word. For example, *hell* is euphemized by *heck*, or *shit* by *shite and shoot*.

b. Blending

Blending is the process of squeezing together two or more words. Blending is formed by combining two words being a single word, for instance, the word brunch is the combination between breakfast + lunch, (Meyer, 2009:181).

c. Reduplication

The next is Reduplication. It means the repetition of the syllable or the letter of the word. Such as *pee-pee* means *piss*, *twindlle-diddles* means testicles, and *jeepers creepers* means Jesus Christ.

3.4. Semantic Change

Several of semantic processes can be considered as tools to create new types of euphemism, there are semantic shift, metaphorical transfer, widening, litotes, and overstatement.

a. Semantic Shift

Semantic Shift refers to the term general-for-specific. It means that the meaning of the word it is not like the original meaning, but leads to a more specific meaning. One example is *go to bed* instead of *having sex*.

b. Metaphorical Transfer

Metaphorical Transfer happened by comparing a thing with another. Usually, it is compared with flower, animal, or other things. For example, *the cavalry comes* it means *I got my period*, or *go to happy hunting grounds* is the euphemism form of *died*.

c. Litotes

Litotes is formed by substitutes the word by using a negative expression of its opposite. Thus, people can say *untidy* or *unclean* instead of *dirty*, or *not very bright* it means *stupid*.

d. Overstatement

Overstatement or hyperbole it means using the exaggerated statements for the effect unknown literally, or it has the implicit meaning. Such as *flight to the glory* it means *died*.

3.5. Borrowing

According to Meyer, (2009:180) borrowing is a process by which a language receives a word directly from another language, usually as a result of contact with the language. There are two types of borrowing process, namely external and internal borrowing.

a. External Borrowing

External Borrowing means that borrowing words from other country, such as Spanish, France, Greek, and so on. For example *amour, affair, lingerie* that adopted from France language.

b. Internal Borrowing

Euphemism can also get from other languages, such as from the jargon or technical terms. For example, a disease such as syphilis can be made less offensive by using technical jargon as trepenemal disease, leutic disease, or spirachoetal disease.

4. The Function of Euphemism

Euphemism is formed by avoiding bad words and replace by good words, in order to get comfort and maintain good relations in communication. People use euphemism to convey something that cannot be conveyed directly, which contains taboo something, such as sex, death, disease, and so on. Euphemism also used by humans for specific purposes, where the purposes called as the function of euphemism. Euphemism has several functions that become a reference for why the speaker or the writer uses the words or phrases which are a form of euphemism. The use of euphemism in daily life has four functions, namely, to politeness and convenience, to avoid disaster, to disguise the meaning, to reduce shame, and to carry out religious orders (Sutarman, 2013:110).

a. To Politeness and Convenience.

The main purpose and most found of the use of euphemism is for politeness and convenience. There are so many people use euphemism for this purpose in communicating with others. Politeness and convenience used for the sake of maintaining a good relationship between the speaker and listener.

b. To Avoid Disaster.

In certain groups of people, they have the belief that they do not speak carelessly because this can bring disaster. This becomes one of their motivations in using euphemisms in society.

c. To Disguise the Meaning.

Not all of the words can be spoken directly, it is necessary to disguise the meaning of those words because they are not appropriate to be heard by certain people and contain taboo.

d. To Reduce Shame.

Another purpose of euphemism is to reduce the shame for the speaker and listener. This can be seen in victims of violence or rape who make initials on their names so that it is unknown to others who the person is.

e. To Carry out Religious Orders.

Every religion must teach goodness including politeness in speaking. In religion should not hurl bad words such as curses, reproaches, and insults that can offend others. Speaking soft words and choosing a good word to say can bring reward if done sincerely.

5. Taboo

The existence of euphemism is caused by the existence of taboo, it means that euphemism and taboo are two things that cannot be separated, which both of them have a very close relationship. Each country in the world has different taboo things, it depends on the culture of the country, such as the western and the eastern that has a different taboo thing. In the western, when two people love each

other, they can live together and share anything in one house without legal marriage, even though until they have a child. It is a usual thing in the western, but it is not working in eastern. For eastern people, live together with someone to share love or anything in one house without marriage status is the forbidden thing and it will give a bad effect on social life. Sutarman (2013:16), states that taboo classification is generally divided into two, namely taboo actions and language or verbal taboos. So, taboo refers not only to the words but also to the behaviors that are not appropriate in the culture of the country. But this study only focuses on verbal taboos.

According to Allan & Burridge (2006:1), there are numbers of discussions about taboo, namely referring to bodies and their effluvia (sweat, snot, feces, menstrual fluid, etc.); the organs and acts of sex, micturition and defecation; diseases, death and killing (including hunting and fishing); naming, addressing, touching and viewing person and sacred beings, objects and places; food gathering, preparation and consumption. To avoiding discussion of taboo above, actually, there are some ways can to do, that are avoiding taboo by whispering, silence, using sign language, and doing word recovery (Sutarman, 2013:34).

Same as the euphemism, the taboo is categorized into 4 types, that are epithets, profanity, vulgarity, and obscenity (Batisstella, 2005:72). Epithets is the slurs or slander call that usually refers to the race, ethnic, gender, or sexuality, but can also refers to the appearance, disabilities, or other characteristics that used to insulting someone, such as b*tch, stupid, and so on. Profanity can be categorized as the religious cursing because it involves crude word for the things considered

sacred. The next type is vulgarity, it has the same reference with obscenity, which refers to words or expressions that contain sexual anatomy and excretory function in a crude manner, such as s*it, f**k, etc. The last type is obscenity, which is it refers to the forbidden expressions to use in public because disgusting for morality.

6. Speech

Speech generally can be found during Friday sermons in mosque, public lectures in the field, and spiritual services in the church and temple (Mulyana, 2007). Speech means using language orally to communicate with others. Speech is a realization of the existence of language, where speech can be used by humans as the user of language to convey something. Speech or public speaking the way to communicates in conveys an intention, ideas, and opinions that conducted in front of the public by using language. There is only one reason for give or deliver a speech, it is to change the world (Morgan, 2014).

According to Mulyana (2007:3), speech has several functions. The first function is to convince, where the speaker do public speaking to convince the listeners about something to make the listener sure for their opinions. The second function is to instruct, it means that the speaker ask to the listeners to do something or make a move for something. Usually this function use the expression like *it will be better if you...*, or *I would like you to...*, and etc. The third function is to inform, which this function is the most often to do by the speaker to inform something to the listener. And the last function is to entertain,

where the speaker do public speaking to entertain the listeners, make them smile and laugh but still giving the useful messages to them.

Based on the statement above, it means that speech has the power to make, to build, and to change the mindset of the speaker and the audiences. Because usually speech consists full of the motivations to influent the audiences to make the changes in the world. Speech has an important role in society. For instance, when someone has a brilliant idea about the planning of good changes in the future, and he does not convey it to others, the others will do not know his brilliant idea, and he will not find the solution for that idea. This is the simple analogy that describes the importance of speech in life.

Speech not only has the purpose of influent others, but it also has the purpose to inform and to entertain others. Based on the purpose of speech above, the conclusion is, speech not only do in the formal situation, such as in the office, school, and the ratification of occupation, but the speech also can do in the informal situation such as in the wedding party, birthday party, and so on.

B. Relevant Studies

There are many studies that are relevant to this research. The first research is "Euphemism in David Cameron's Political Speech on the ISIS attacks" (Nuzulianda, 2017). The researcher focused on the types of euphemism used in David Cameron's speech on ISIS attacks and the reason why the most dominant types were chosen. She found that there are types of euphemism used in David Camerons political speech about ISIS attacks were: figurative expression (28,8%),

circumlocution (15,5%), omission (13,3%), hyperbole (11,1%), understatement (8,8%), flippancy (8,8%), abbreviation (8,8%), borrowing (2,2%) and clipping (2,2%). And the most dominant type used by David Cameron is the figurative expression.

The second research is "Euphemism Used in Jakarta Post Newspaper" (Irma, 2015). The researcher focused on the types, style, and function of euphemism in Jakarta Post Newspaper. She found the findings (1) seven types of euphemism: metaphor, idiom, circumlocution, acronym and abbreviation, hyperbole, metonymy, and synecdoche, (2) four styles of euphemism: formal, casual, intimate, and frozen style, and (3) four function of euphemism: to inform, to convince, to evaluates and modalize.

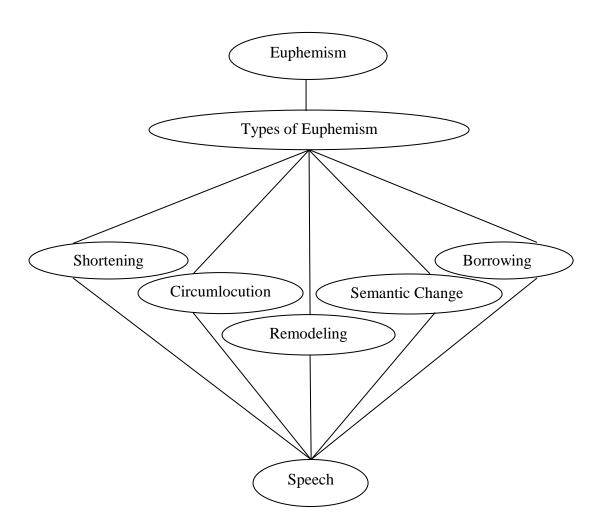
The third research is "The Application of Euphemism in IZombie Tv Series 2" (Alyssa, 2018). The researcher focused on the types and function of euphemism used by three main characters in IZombie Tv Series 2. As the result, it is found 222 identified euphemism term from three main character of IZombie TV Series. From those 222 identified euphemism term, the researcher found 12 types of euphemism consist of compounding, derivation, acronyms, onomatopoeia, rhyming slang, phonemic replacement, abbreviation, particularization, implication, metaphor, metonym, and understatement. In term of euphemism function, the researcher has proven that all the result is applied well to six types of function, namely protective euphemism, the underhand euphemism, the uplifting euphemism, the provocative euphemism, the cohesive euphemism, and the ludic

euphemism, and as an addition the euphemism in IZombie TV Series pertains to sexual term, medical term, death and crime.

In addition, the difference is the researcher using JK Rowling's speech to find research that related to previous research above. Based on the previous study above, the researcher interest to discuss euphemism used in JK Rowling's speech because those previous studies have a relationship to this topic.

C. Conceptual Framework

Euphemism is a good language or the term to replace bad language to be a good one. According to Allan & Burridge (2012), euphemism has several types, namely shortening, circumlocution, remodeling, semantic change, and borrowing. The aim of this study is to find out the types and functions of euphemism in the text of JK Rowling's speech, which speech is the public speaking activity that consists of good languages.



Graphic 1. Conceptual Framework

CHAPTER III

METHOD OF RESEARCH

A. Research Design

This research conducted by applying qualitative descriptive design with the case study euphemism in JK Rowling's speech text. Qualitative research is a umbrella term for a wide variety of approaches to and method for the study of natural social life (Saldana, 2011). According to Ary (2010), qualitative descriptive research is the flexible design conduct to examine a phenomenon and rich of narrative description. Furthermore, qualitative research study is a narrative report so rich and comprehensive that you can understand the social reality experienced by the participants. By using descriptive qualitative research design, the writer is easier in presenting the result of the data being collected in descriptive form because it was intended to know the euphemistic expression in the text speech of JK Rowling.

B. Source of Data

The source of data in this research obtained from the text of JK Rowling's speech. The text of this speech took from Harvard official website. This speech text was uploaded on June 6. 2008. The duration of the speech around 20 minutes. The data of this research was qualitative data. The data focused on the types and the function of euphemism in JK Rowling's speech.

C. Technique of Collecting Data

Data Collection Method is divided into four types, observation, questioner, interview and documentary (Sugiyono, 2006). This research collected by applying documentary method. The data of this research was taken from Harvard official website. The data only focused on JK Rowling's speech addressed to Harvard University graduates on 2008. In this research, there were several steps to collect the data, namely: open the Harvard official website, then search the speech text of JK Rowling, after found the speech text reading and understanding carefully. The last step was transcribing all of the speech text of JK Rowling.

D. Technique of Analyzing Data

In analyzing the data used descriptive analysis technique to obtain the result and the conclusion. Miles, Huberman, and Saldana (2014), state that there are some steps of qualitative data analysis, namely data condensation, data display, and then conclusion drawing/verification.

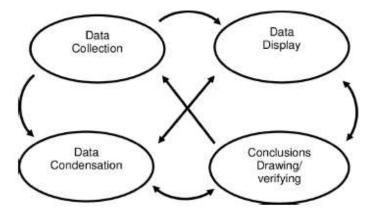


Figure 2: Interactive Model by Miles, Huberman and Saldana 2014

- 1. Data condensation is aimed at processing the raw data that appear in order to be analyzed. The process can be form of selecting, focusing, simplifying, abstracting and transforming. In this research, after all the data have been collected, the next step is condensing the data. It includes the process of selecting the expressions of euphemism in JK Rowling speech, then focusing on the types and function of euphemism in order to make sure that it was really suitable as the data, after that simplifying the data by categorizing the expressions into types and functions of euphemism.
- 2. Data display refers to the displaying collection of information that has organized which allows the researcher to take conclusion drawing and action. In this step all the data which had already condensed will be displayed in a table and categorized according to the types and functions of euphemism.
- 3. The last step of analyzing the data is drawing and verifying the conclusion. After selecting, collecting and identifying the data, the researcher would conclude the conclusion in this research in order to make the information more be clear. Conclusion is drawn based on the data display. In this part, the researcher would verify the results based on the findings obtained.

CHAPTER IV

DATA AND DATA ANALYSIS

A. Data

As already mentioned in the previous chapter, the data of this research were euphemism analysis which used in the speech text of JK Rowling. The data of the study were collected from the text speech of JK Rowling which obtained from Harvard official website. After data were collected, the data were identified into the types and functions of euphemism. The data were analyzed with Allan and Burridge's theory and Sutarman's theory.

This research found 14 euphemistic expressions in JK Rowling speech. It consists of three types of euphemism; circumlocution, semantic change, and borrowing, which were 4 circumlocution, 7 semantic change, and 3 borrowing. And also found three functions of euphemism; to politeness and convenience, to disguise the meaning, and to carryout religious orders, which were 2 to politeness and convenience, 11 to disguise the meaning, and 1 to carryout religious orders. For the detail data, it would be showed in appendix.

B. Data Analysis

In this section, the data analyzed by describes and identifies the euphemistic expressions in the speech text of JK Rowling. The speech of JK Rowling talked about benefit of failure and the importance of imagination. Where she shared her poor experience in the past, and then, by the power of imagination, she could be rise from the adversity. The audiences of her speech are all graduates of Harvard

University. She conveyed this speech with all graduates when she attended the graduation ceremony at Harvard University in 2008.

The first step is to analyze the expressions of euphemism by underlined the words and phrases in the speech text of JK Rowling. And then, continued by focusing into the types and functions of euphemism in JK Rowling's speech text. After that, each words and phrases which is an expression of euphemism categorized in their respective types and functions.

Datum 1

"Now all I have to do is take deep breaths, squint at the red banners and convince myself that I am at the world's largest <u>Gryffindor reunion</u>".

a) The Type of Euphemism

The datum above belongs to the type of Borrowing, especially Internal Borrowing. Internal Borrowing consists of the words that borrow from a certain group of people that usually called as jargon, slang, or technical terms. "Gryffindor" is one of the four Houses of Hogwarts School of Witchcraft and Wizardry and was founded by Godric Gryffindor. Therefore, the word "Gryffindor" can be classified as internal borrowing because it is a technical term or jargon from the Harry Potter film and novel that wrote by the speaker, JK Rowling. Where only certain people such as the writer, reader, and people watched Harry Potter would know this word.

b) The Function of Euphemism

The function of the sentence above is: to disguise the meaning. The sentence above classified into the function "to disguise the meaning", because the speaker has another intention when she say it, and it can see that the sentence above has an implicit meaning. It can be interpreted that the speaker stated indirectly that she was nervous at that time, but she cannot say directly that she was nervous, and try to overcome the nervousness with say that thing.

Datum 2

"Reflecting on her speech has helped me enormously in writing this one, because it turns out that <u>I can't remember</u> a single word she said".

a) The Type of Euphemism

The datum above belongs to the type of Circumlocution. Circumlocution means using the longer expression to substitutes the shorter expression with the purpose to make the word more be clear. It can see on the sentence above where the speaker said "I can't remember". That word can be classified into circumlocution, because it is the longer expression from "I forget". But the speaker uses "I can't remember" to make the word more be clear and sound good than use the word "I forget".

b) The Function of Euphemism

The function of the sentence above is: to disguise the meaning. The sentence above can be classified into the function "to disguise the meaning" because in the text above can be interpreted that the speaker forgot about the speech in her graduation that conveyed by the distinguished British philosopher Baroness Mary Warnock. The speaker did not say "I forget", but "I can't remember". Even though both of them have same meaning, but the speaker convey it by using another word that can be replace that word.

Datum 3

"This liberating discovery enables me to proceed without any fear that I might inadvertently influence you to abandon promising careers in business, the law or politics for the giddy delights of becoming a gay wizard".

a) The Type of Euphemism

The datum above is included in the type of Borrowing, especially Internal Borrowing. It lies on the word "a gay wizard", where "a gay wizard" refers to the mentor and a hero that is a gay in the Harry Potter. Therefore, "a gay wizard" here can be classified into internal borrowing because it is the jargon or the technical term from the "Harry Potter" film and novel that only the certain people such as the writer and the reader of "Harry Potter" would know this term.

The function of the sentence above is: to disguise the meaning. The sentence above can be classified into the function "to disguise the meaning" because the phrase of "a gay wizard" there actually has another meaning. It is not the original meaning from what speaker's intention. In this case, the speaker's intent in said "a gay wizard" is imaginative people. Where the imaginative people has imaginative mind that can create an art or fiction story that is Harry Potter which is one of her greatest achievements.

Datum 4

"Looking back at the 21-year-old that I was at graduation, is a slightly uncomfortable experience for the 42-year-old that she has become".

a) The Type of Euphemism

The datum above belongs to the type of Semantic Change, especially Litotes. It matches to the theory Litotes where it formed by substitutes the word with using a negative expression. It can see on the sentence above, where the speaker used the phrase "uncomfortable experience", to describe her past when 21 years ago. The phrase "uncomfortable experience" can be classified into litotes because that phrase is the negative expression to substitute the phrase of "anxious experience".

The function of the sentence above is: to disguise the meaning. The sentence above can be classified into the function "to disguise the meaning" because the speaker expressed his discomfort in the past used phrase "uncomfortable experience". Where "uncomfortable experience" used by speaker to substitute or to disguise the meaning of "anxious experience", so it can be interpreted that she wanted to convey his bad experiences in the past, but still use good language to make the communication running well and no one feels insulted.

Datum 5

"Half my lifetime ago, I was striking an <u>uneasy balance</u> between the ambition I had for myself, and what those closest to me expected of me".

a) The Type of Euphemism

The datum above belongs to the type Semantic Changes, particularly Litotes. It matches to the theory Litotes where it formed by substitutes the word with using a negative expression. It can see on the sentence above, where the speaker used the phrase "uneasy balance". In this part, the speaker conveyed the statement that she found anxious balance in her past about what she wanted to do and what her parents' expectation. But, she used the better word "uneasy balance" to substitute the word "anxious balance".

The function of the sentence above is: to disguise the meaning. The sentence above can be classified into the function "to disguise the meaning" because when the speaker said "uneasy balance", actually it has the implicit meaning. She said the word "uneasy" to disguise the meaning that she has anxious balance in the past, where her desire is contrary to the wishes of her parents. Because of her is one of famous writer in British, exactly she has the collection of a good language. Therefore, she used the word "uneasy" here to substitute the word "anxious".

Datum 6

"I cannot remember telling my parents that I was studying Classics; they might well have found out for the first time on graduation day."

a) The Type of Euphemism

The datum above is included in the type of Circumlocution. Circumlocution means using the longer expression to substitutes the shorter expression with the purpose to make the word more be clear. It can see on the sentence above where the speaker said "I cannot remember" means that the speaker forgets telling her parents that she was studying classics. Actually, she can say "I forget" but she used the word "I cannot remember" to make it more be clear and sound good.

The function of the sentence above is: to disguise the meaning. The sentence above can be classified into the function "to disguise the meaning" because in the text above describes that the speaker forgot to telling her parents that she was studying classics, not modern language (German). Even, until she was graduated, then her parents knew that she took classic class. The word "I cannot remember" she used to disguise the meaning and refine the language that in the fact she forgot to tell her parents about her subject.

Datum 7

"Of all the subjects on this planet, I think they would have been hard put to name one less useful than Greek mythology when it came to securing the keys to an executive bathroom".

a) The Type of Euphemism

The datum above is included in the type of Semantic Change, especially Semantic Shift. Semantic shift means that state or convey something use the general form, and it should to change into specific form to know the meaning. In sentence above, it refers to the word "the keys to an executive bathroom". The word "the keys to an executive bathroom" that the speaker said is not the original meaning of what she intended, it instead of "luxury house".

The function of the sentence above is: to disguise the meaning. The sentence above can be classified into the function "to disguise the meaning" because the speaker's intent when she said "the keys to an executive bathroom" in this sentence is "luxury house", where every luxury house usually has the executive bathroom. And it can be interpreted that the subject of Greek mythology is useless and even cannot make a lot of money (to get the keys to an executive bathroom or luxury house).

Datum 8

"They had been poor themselves, and I have since been poor, and I quite agree with them that it is not an ennobling experience."

a) The Type of Euphemism

The datum above is included in the type of Semantic Change, especially Litotes. Litotes formed by substitutes the word with using a negative expression. Based on the sentence above, the form of litotes refers to the word "it is not an ennobling experience". In this case, the speaker said "it is not an ennobling experience" to substitute the word "it is a poor experience".

The function of the sentence above is: to disguise the meaning. The sentence above can be classified into the function "to disguise the meaning" because where the speaker did not say her intent directly, she disguises the meaning of word of her intention by using another word. It can see in the text "it is not an ennobling experience". It can be interpreted that she would to say that poverty is a poor experience. But she refines the word and disguises the meaning that poverty is a poor experience by saying that poverty is not an ennobling experience.

Datum 9

"However, the fact that you are graduating from Harvard suggests that you are <u>not very well-acquainted</u> with failure".

a) The Type of Euphemism

The datum above is concluded in the type of Circumlocution. Circumlocution formed by using longer expression to substitute the shorter expression with the purpose make the word more clear and easy to understand. Based on the sentence above, it refers to the phrase "not very well-acquainted", which is the phrase "not very well-acquainted" is the expansion or the longer expression from the word "familiar".

The function of the sentence above is: to politeness and convenience. The sentence above can be classified into the function "to politeness and convenience" because the word that speaker said "not very well-acquainted" is addressed to the listeners (all graduates from Harvard University). Therefore, to make the communication running well, the speaker used the soft and a good word, and sounds more polite than the word "familiar". It should and important to do, to maintaining the feeling of others.

Datum 10

"An exceptionally <u>short-lived marriage</u> had imploded, and I was jobless, alone parent, and as poor as it is possible to be in modern Britain, without being homeless."

a) The Type of Euphemism

The datum above is included in the type of Circumlocution. Circumlocution formed by using longer expression to substitute the shorter expression with the purpose make the word more clear and easy to understand. Based on the sentence above, it refers to the phrase "short-lived marriage". The speaker said "short-lived marriage", which is the expansion form or the longer expression from the word "divorce".

The function of the sentence above is: to politeness and convenience. The sentence above can be classified into the function "to politeness and convenience" because the speaker said "short-lived marriage" to substitute the word "divorce", which is the word "short-lived marriage" more be polite and sound good than say directly the word "divorce". Moreover, if she said "divorce" directly, it would sound a little rough, and it may be offensive to some who hear it, where they also have the same experience about marriage.

Datum 11

"Failure gave me an <u>inner security</u> that I have never attained by passing examination."

a) The Type of Euphemism

The datum above is concluded into the type of Semantic Change, especially Semantic Shift. Semantic shift means that state or convey something use the word in the general form, and it should to change into specific form to know the meaning. Based on the sentence above, it can be see when the speaker said "inner security", which is it has the general meaning. The phrase "inner security" there has the meaning "strength in the soul". It means that failure made the speaker more be strength so that she can feel the safety in her inner.

The function of the sentence above is: to disguise the meaning. The sentence above can be classified into the function "to disguise the meaning" because when the speaker mentioned the word "security", it can be interpreted as a safety or guarantee. So that, the phrase "inner security" there has the meaning that the speaker has the strength in the soul, and the failure made her more be strength so that she can feel the safety in her inner. Thus, she implies that failure is what makes her stronger, especially for her soul or inner.

Datum 12

"I discovered that I had a strong will, and more discipline that I had suspected; I also found out that I had friends whose <u>value was truly above</u> the price of rubies".

a) The Type of Euphemism

The datum above is included into to the type of Semantic Change, especially Metaphorical Transfer. Metaphorical transfer can be formed by comparing a thing with something. It can see on the sentence above that refers to the word "value was truly above the price of rubies". It can be classified as a metaphorical transfer because in this sentence, the speaker compared the price of rubies with her friends.

The function of the sentence above is: to disguise the meaning. The sentence above can be classified into the function "to disguise the meaning" because when the speaker said "I had friends whose value was truly above the price of rubies" it does not means that she sells her friends at a high price more than the rubies' price. But it means that her friends are very important in her life and more valuable than anything. She used that phrase to disguise the meaning that her friends were very valuable to her.

Datum 13

"He <u>trembled uncontrollably</u> as he spoke into a video camera about the brutality inflicted upon him".

a) The Type of Euphemism

The datum above is included into the type of Semantic Changes, it is Litotes. Litotes formed by substitutes the word with using a negative expression. Based on the sentence above, the form of litotes refers to the phrase "trembled uncontrollably". The speaker used it to substitute the phrase "trembled hysterically", where the word "uncontrollably" describes the tremble of someone that out of control or "trembled hysterically".

The function of the sentence above is: to disguise the meaning. The sentence above can be classified into the function "to disguise the meaning" because the speaker used the word "uncontrollably" which means that "out of control" that addressed to the man that is African torture victim at that time (see previous text). The phrase "trembled uncontrollably" there, can be interpreted that the man trembled hysterically. The speaker used the phrase "trembled uncontrollably" to disguises the meaning of "trembled hysterically".

Datum 14

"They are my children's godparents, the people to whom I've been able to turn in times of trouble, people who have been kind enough not to sue me when I took their names for <u>Death Eaters</u>".

a) The Type of Euphemism

The datum above is included into the type of Borrowing, especially Internal Borrowing, which it uses a technical term or jargon that is absorbed from the language of a particular group and only certain people or people from the group know it. In the sentence above the speaker said a jargon which derives from Harry Potter film and novel, it is "death eaters", where the phrase "death eaters" is a term for the followers of the black magician who is the main antagonist in the film.

The function of the sentence above is: to carryout religious orders. The sentence above can be classified into the function "to carryout religious order", which is one of the religious commands is to say good things. In the sentence above she has said good things by praising her friends and talking their kindness who has helped her when she was in difficult times, becoming godparents of her children, and allowing their names to be used in her work. In other words she says grateful word.

C. Research Finding

From the results of the analysis of all JK Rowling's speech text, this research found that there were several euphemistic expression in the speech text. The first finding of this research is there are only three types of euphemism used in the speech text, namely: Circumlocution, Semantic Change, and Borrowing. And the second finding is, only three functions of euphemism found in the speech text, they are: to politeness and convenience, to disguise the meaning, and to carryout religion orders.

This research used Allan and Burridge's theory for investigating the type of euphemism, and the theory of Sutarman to investigate the function of euphemism used by JK Rowling. From the theory related to the types and function of euphemism, there are five types of and five function of euphemism. However, this research only found three types and three function of euphemism. It means that

not all the types and the function of euphemism realized in the speech text by JK Rowling.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the research findings, there were some conclusions can be taken:

- The importance of using euphemism in communicating in order to maintain the feeling of the speaker and listener, and then make the communication more pleasant to hear.
- 2. There were only three types of euphemism found in JK Rowling's text speech, namely: Circumlocution, Semantic Change, and Borrowing. Not all the types of euphemism realized in this speech text.
- There were only three functions, namely: to politeness and convenience, to disguise the meaning, and to carry out religion orders.

B. Suggestion

In accordance with the findings stated above, there were several points that could be recommended, namely:

- For the social man as the active user of language, to be more aware when communicating with others, using euphemism is necessary especially in talking taboos.
- 2. For the teacher, give much information and deep knowledge to the students about euphemism, what is euphemism, what types of euphemism, the function of euphemism, and give many examples to make them more understand. So that they will know how to use a good language in their daily life.

3. For the next researchers who are interested to make further research about euphemism, to use this research as the reference to conduct their research.

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Appendix 1

The Text Speech of JK Rowling

President Faust, members of the Harvard Corporation and the Board of Overseers, members of the faculty, proud parents, and, above all, graduates.

The first thing I would like to say is 'thank you.' Not only has Harvard given me an extraordinary honor, but the weeks of fear and nausea I have endured at the thought of giving this commencement address have made me lose weight. A win-win situation! Now all I have to do is take deep breaths, squint at the red banners and convince myself that I am at the world's largest Gryffindor reunion.

Delivering a commencement address is a great responsibility or so I thought until I cast my mind back to my own graduation. The commencement speaker that day was the distinguished British philosopher Baroness Mary Warnock. Reflecting on her speech has helped me enormously in writing this one, because it turns out that I can't remember a single word she said. This liberating discovery enables me to proceed without any fear that I might inadvertently influence you to abandon promising careers in business, the law or politics for the giddy delights of becoming a gay wizard.

You see? If all you remember in years to come is the 'gay wizard' joke, I've come out ahead of Baroness Mary Warnock. Achievable goals: the first step to self improvement.

Actually, I have wracked my mind and heart for what I ought to say to you today. I have asked myself what I wish I had known at my own graduation, and what important lessons I have learned in the 21 years that have expired between that day and this.

I have come up with two answers. On this wonderful day when we are gathered together to celebrate your academic success, I have decided to talk to you about the benefits of failure. And as you stand on the threshold of what is sometimes called 'real life', I want to extol the crucial importance of imagination.

These may seem quixotic or paradoxical choices, but please bear with me.

Looking back at the 21-year-old that I was at graduation is a slightly uncomfortable experience for the 42-year-old that she has become. Half my lifetime ago, I was striking an uneasy balance between the ambition I had for myself, and what those closest to me expected of me.

I was convinced that the only thing I wanted to do, ever, was to write novels. However, my parents, both of whom came from impoverished backgrounds and neither of whom had been to college, took the view that my overactive imagination was an amusing personal quirk that would never pay a mortgage, or secure a pension. I know that the irony strikes with the force of a cartoon anvil, now.

So they hoped that I would take a vocational degree; I wanted to study English Literature. A compromise was reached that in retrospect satisfied nobody, and I

went up to study Modern Languages. Hardly had my parents' car rounded the corner at the end of the road than I ditched German and scuttled off down the Classics corridor.

I cannot remember telling my parents that I was studying Classics; they might well have found out for the first time on graduation day. Of all the subjects on this planet, I think they would have been hard put to name one less useful than Greek mythology when it came to securing the keys to an executive bathroom.

I would like to make it clear, in parenthesis, that I do not blame my parents for their point of view. There is an expiry date on blaming your parents for steering you in the wrong direction; the moment you are old enough to take the wheel, responsibility lies with you. What is more, I cannot criticize my parents for hoping that I would never experience poverty. They had been poor themselves, and I have since been poor, and I quite agree with them that it is not an ennobling experience. Poverty entails fear, and stress, and sometimes depression; it means a thousand petty humiliations and hardships. Climbing out of poverty by your own efforts, that is indeed something on which to pride yourself, but poverty itself is romanticized only by fools.

What I feared most for myself at your age was not poverty, but failure.

At your age, in spite of a distinct lack of motivation at university, where I had spent far too long in the coffee bar writing stories, and far too little time at lectures, I had a knack for passing examinations, and that, for years, had been the measure of success in my life and that of my peers.

I am not dull enough to suppose that because you are young, gifted and well-educated, you have never known hardship or heartbreak. Talent and intelligence never yet inoculated anyone against the caprice of the Fates, and I do not for a moment suppose that everyone here has enjoyed an existence of unruffled privilege and contentment.

However, the fact that you are graduating from Harvard suggests that you are not very well-acquainted with failure. You might be driven by a fear of failure quite as much as a desire for success. Indeed, your conception of failure might not be too far from the average person's idea of success, so high have you already flown.

Ultimately, we all have to decide for ourselves what constitutes failure, but the world is quite eager to give you a set of criteria if you let it. So I think it fair to say that by any conventional measure, a mere seven years after my graduation day, I had failed on an epic scale. An exceptionally short-lived marriage had imploded, and I was jobless, a lone parent, and as poor as it is possible to be in modern Britain, without being homeless. The fears that my parents had had for me, and that I had had for myself, had both come to pass, and by every usual standard, I was the biggest failure I knew.

Now, I am not going to stand here and tell you that failure is fun. That period of my life was a dark one, and I had no idea that there was going to be what the press has since represented as a kind of fairy tale resolution. I had no idea then how far the tunnel extended, and for a long time, any light at the end of it was a hope rather than a reality.

So why do I talk about the benefits of failure? Simply because failure meant a stripping away of the inessential. I stopped pretending to myself that I was anything other than what I was, and began to direct all my energy into finishing the only work that mattered to me. Had I really succeeded at anything else, I might never have found the determination to succeed in the one arena I believed I truly belonged. I was set free, because my greatest fear had been realized, and I was still alive, and I still had a daughter whom I adored, and I had an old typewriter and a big idea. And so rock bottom became the solid foundation on which I rebuilt my life.

You might never fail on the scale I did, but some failure in life is inevitable. It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all – in which case, you fail by default.

Failure gave me an inner security that I had never attained by passing examinations. Failure taught me things about myself that I could have learned no other way. I discovered that I had a strong will, and more discipline than I had suspected; I also found out that I had friends whose value was truly above the price of rubies.

The knowledge that you have emerged wiser and stronger from setbacks means that you are, ever after, secure in your ability to survive. You will never truly know yourself, or the strength of your relationships, until both have been tested by adversity. Such knowledge is a true gift, for all that it is painfully won, and it has been worth more than any qualification I ever earned.

So given a Time Turner, I would tell my 21-year-old self that personal happiness lies in knowing that life is not a check-list of acquisition or achievement. Your qualifications, your CV, are not your life, though you will meet many people of my age and older who confuse the two. Life is difficult, and complicated, and beyond anyone's total control, and the humility to know that will enable you to survive its vicissitudes.

Now you might think that I chose my second theme, the importance of imagination, because of the part it played in rebuilding my life, but that is not wholly so. Though I personally will defend the value of bedtime stories to my last gasp, I have learned to value imagination in a much broader sense. Imagination is not only the uniquely human capacity to envision that which is not, and therefore the fount of all invention and innovation. In its arguably most transformative and revelatory capacity, it is the power that enables us to empathize with humans whose experiences we have never shared.

One of the greatest formative experiences of my life preceded Harry Potter, though it informed much of what I subsequently wrote in those books. This revelation came in the form of one of my earliest day jobs. Though I was sloping

off to write stories during my lunch hours, I paid the rent in my early 20s by working at the African research department at Amnesty International's headquarters in London.

There in my little office I read hastily scribbled letters smuggled out of totalitarian regimes by men and women who were risking imprisonment to inform the outside world of what was happening to them. I saw photographs of those who had disappeared without trace, sent to Amnesty by their desperate families and friends. I read the testimony of torture victims and saw pictures of their injuries. I opened handwritten, eye-witness accounts of summary trials and executions, of kidnappings and rapes.

Many of my co-workers were ex-political prisoners, people who had been displaced from their homes, or fled into exile, because they had the temerity to speak against their governments. Visitors to our offices included those who had come to give information, or to try and find out what had happened to those they had left behind.

I shall never forget the African torture victim, a young man no older than I was at the time, who had become mentally ill after all he had endured in his homeland. He trembled uncontrollably as he spoke into a video camera about the brutality inflicted upon him. He was a foot taller than I was, and seemed as fragile as a child. I was given the job of escorting him back to the Underground Station afterwards, and this man whose life had been shattered by cruelty took my hand with exquisite courtesy, and wished me future happiness.

And as long as I live I shall remember walking along an empty corridor and suddenly hearing, from behind a closed door, a scream of pain and horror such as I have never heard since. The door opened, and the researcher poked out her head and told me to run and make a hot drink for the young man sitting with her. She had just had to give him the news that in retaliation for his own outspokenness against his country's regime, his mother had been seized and executed.

Every day of my working week in my early 20s I was reminded how incredibly fortunate I was, to live in a country with a democratically elected government, where legal representation and a public trial were the rights of everyone.

Every day, I saw more evidence about the evils humankind will inflict on their fellow humans, to gain or maintain power. I began to have nightmares, literal nightmares, about some of the things I saw, heard, and read.

And yet I also learned more about human goodness at Amnesty International than I had ever known before.

Amnesty mobilizes thousands of people who have never been tortured or imprisoned for their beliefs to act on behalf of those who have. The power of human empathy, leading to collective action, saves lives, and frees prisoners. Ordinary people, whose personal well-being and security are assured, join together in huge numbers to save people they do not know, and will never meet. My small participation in that process was one of the most humbling and inspiring experiences of my life.

Unlike any other creature on this planet, humans can learn and understand, without having experienced. They can think themselves into other people's places.

Of course, this is a power, like my brand of fictional magic, that is morally neutral. One might use such an ability to manipulate, or control, just as much as to understand or sympathize.

And many prefer not to exercise their imaginations at all. They choose to remain comfortably within the bounds of their own experience, never troubling to wonder how it would feel to have been born other than they are. They can refuse to hear screams or to peer inside cages; they can close their minds and hearts to any suffering that does not touch them personally; they can refuse to know.

I might be tempted to envy people who can live that way, except that I do not think they have any fewer nightmares than I do. Choosing to live in narrow spaces leads to a form of mental agoraphobia, and that brings its own terrors. I think the willfully unimaginative see more monsters. They are often more afraid.

What is more, those who choose not to empathize enable real monsters. For without ever committing an act of outright evil ourselves, we collude with it, through our own apathy.

One of the many things I learned at the end of that Classics corridor down which I ventured at the age of 18, in search of something I could not then define, was this, written by the Greek author Plutarch: What we achieve inwardly will change outer reality.

That is an astonishing statement and yet proven a thousand times every day of our lives. It expresses, in part, our inescapable connection with the outside world, the fact that we touch other people's lives simply by existing.

But how much more are you, Harvard graduates of 2008, likely to touch other people's lives? Your intelligence, your capacity for hard work, the education you have earned and received, give you unique status, and unique responsibilities. Even your nationality sets you apart. The great majority of you belong to the world's only remaining superpower. The way you vote, the way you live, the way you protest, the pressure you bring to bear on your government, has an impact way beyond your borders. That is your privilege, and your burden.

If you choose to use your status and influence to raise your voice on behalf of those who have no voice; if you choose to identify not only with the powerful, but with the powerless; if you retain the ability to imagine yourself into the lives of those who do not have your advantages, then it will not only be your proud families who celebrate your existence, but thousands and millions of people whose reality you have helped change. We do not need magic to change the world, we carry all the power we need inside ourselves already: we have the power to imagine better.

I am nearly finished. I have one last hope for you, which is something that I already had at 21. The friends with whom I sat on graduation day have been my friends for life. They are my children's godparents, the people to whom I've been able to turn in times of trouble, people who have been kind enough not to sue me

when I took their names for Death Eaters. At our graduation we were bound by enormous affection, by our shared experience of a time that could never come again, and, of course, by the knowledge that we held certain photographic evidence that would be exceptionally valuable if any of us ran for Prime Minister.

So today, I wish you nothing better than similar friendships. And tomorrow, I hope that even if you remember not a single word of mine, you remember those of Seneca, another of those old Romans I met when I fled down the Classics corridor, in retreat from career ladders, in search of ancient wisdom: As is a tale, so is life: not how long it is, but how good it is, is what matters. I wish you all very good lives. Thank-you very much.

Appendix 2

Biography of JK Rowling

Joanne Kathleen Rowling who goes by the pen name J.K. Rowling, is a British author and the creator of the 'Harry Potter' fantasy series, one of the most popular book and film franchises in history. Her father, Peter, was an aircraft engineer at the Rolls Royce factory in Bristol and her mother, Anne, was a science technician in the Chemistry department at Wyedean Comprehensive, where Joherself went to school. Anne was diagnosed with multiple sclerosis when Jo was a teenager and died in 1990, before the Harry Potter books were published. Jo also has a younger sister, Di.

Jo conceived the idea of Harry Potter in 1990 while sitting on a delayed train from Manchester to London King's Cross. Over the next five years, she began to map out all seven books of the series. She wrote mostly in longhand and gradually built up a mass of notes, many of which were scribbled on odd scraps of paper. Taking her notes with her, she moved to northern Portugal to teach English as a foreign language, married Jorge Arantes in 1992 and had a daughter, Jessica, in 1993. When the marriage ended later that year, she returned to the UK to live in Edinburgh, with Jessica and a suitcase containing the first three chapters of Harry Potter and the Philosopher's Stone.

In Edinburgh, Jo trained as a teacher and began teaching in the city's schools, but she continued to write in every spare moment. Having completed the full manuscript, she sent the first three chapters to a number of literary agents, one of whom wrote back asking to see the rest of it. The book was first published by

Bloomsbury Children's Books in June 1997, under the name J.K. Rowling. The "K" stands for Kathleen, her paternal grandmother's name. It was added at her publisher's request, who thought a book by an obviously female author might not appeal to the target audience of young boys.

Her first novel was published in the US by Scholastic under a different title (again at the publisher's request), Harry Potter and the Sorcerer's Stone, in 1998. Six further titles followed in the Harry Potter series, each achieving record-breaking success. In 2001, the film adaptation of the first book was released by Warner Bros., and was followed by six more book adaptations, concluding with the release of the eighth film, Harry Potter and the Deathly Hallows Part 2, in 2011.

In 2012, J.K. Rowling's digital company Pottermore was launched, where fans can enjoy news, features and articles, as well as content by J.K. Rowling. In the same year, J.K. Rowling published her first novel for adults, The Casual Vacancy (Little, Brown), which has now been translated into 44 languages and was adapted for TV by the BBC in 2015. Under the pseudonym Robert Galbraith, J.K. Rowling also writes crime novels, featuring private detective Cormoran Strike. The first of these, The Cuckoo's Calling, was published to critical acclaim in 2013, at first without its author's true identity being known. The Silkworm followed in 2014, Career of Evil in 2015 and Lethal White in 2018. All are published by Little, Brown. The first three books have been adapted for a major television series for BBC One, produced by Brontë Film and Television.

J.K. Rowling's 2008 Harvard commencement speech was published in 2015 as an illustrated book, Very Good Lives: The Fringe Benefits of Failure and the Importance of Imagination (Sphere), and sold in aid of Lumos and universitywide financial aid at Harvard. In 2016, J.K. Rowling collaborated with playwright Jack Thorne and director John Tiffany on an original new story for the stage. Harry Potter and the Cursed Child Parts One and Two is now running at The Palace Theatre in London's West End and at the Lyric Theatre on Broadway, with an Australian production due to open in February 2019. The script book was published (Little, Brown) to mark the play's opening in July 2016, and instantly topped the bestseller lists. Also in 2016, J.K. Rowling made her screenwriting debut with the film Fantastic Beasts and Where to Find Them, a further extension of the Wizarding World, released to critical acclaim in November 2016. A prequel to Harry Potter, this new series of adventures featuring Magizoologist Newt Scamander is planned as a five-film series. The second instalment, Fantastic Beasts: The Crimes of Grindelwald was released in November 2018. The screenplays were published (Little, Brown) to coincide with each film release: Fantastic Beasts and Where to Find Them The Original Screenplay (2016) and Fantastic Beasts: The Crimes of Grindelwald The Original Screenplay (2018).

J.K. Rowling has been married to Dr Neil Murray since 2001. They live in Edinburgh with their son, David (born 2003) and daughter, Mackenzie (born 2005).

J.K. Rowling has received many honours and awards, including:

Companion of Honour, for services to literature and philanthropy, 2017

PEN America Literary Service Award, 2016

Freedom of the City of London, 2012

Hans Christian Andersen Award, Denmark, 2010

Chevalier de la Legion d'Honneur: France, 2009

Lifetime Achievement Award, British Book Awards, 2008

South Bank Show Award for Outstanding Achievement, 2008

James Joyce Award, University College Dublin, 2008

The Edinburgh Award, 2008

Commencement Day Speaker, Harvard University, USA, 2008

Blue Peter Gold Badge, 2007

WH Smith Fiction Award, 2004

Prince of Asturias Award for Concord, Spain, 2003

Order of the British Empire (OBE), 2001

Children's Book of the Year, British Book Awards, 1998 and 1999

Booksellers Association Author of the Year, 1998 and 1999

Table of Data Analysis

The Types of Euphemism

Datum		Type of euphemism				
No.	Text	Shortening	Circumlocution	Remodeling	Semantic	Borrowing
					Change	
1.	Now all I have to do is take deep breaths,					✓
	squint at the red banners and convince myself					
	that I am at the world's largest Gryffindor					
	reunion.					
2.	Reflecting on her speech has helped me		✓			
	enormously in writing this one, because it					
	turns out that I can't remember a single word					
	she said.					
3.	This liberating discovery enables me to					✓
	proceed without any fear that I might					
	inadvertently influence you to abandon					

	promising careers in business, the law or			
	politics for the giddy delights of becoming a			
	gay wizard.			
4.	Looking back at the 21-year-old that I was at		√	
	graduation, is a slightly uncomfortable			
	experience for the 42-year-old that she has			
	become.			
5.	Half my lifetime ago, I was striking an		√	
	uneasy balance between the ambition I had			
	for myself, and what those closest to me			
	expected of me.			
6.	I cannot remember telling my parents that I	✓		
	was studying Classics; they might well have			
	found out for the first time on graduation day.			
7.	Of all the subjects on this planet, I think they		√	
	would have been hard put to name one less			
	useful than Greek mythology when it came to			
	securing the keys to an executive bathroom.			

8.	They had been poor themselves, and I have		✓	
	since been poor, and I quite agree with them			
	that it is not an ennobling experience.			
9.	However, the fact that you are graduating	✓		
	from Harvard suggests that you are not very			
	well-acquainted with failure.			
10.	An exceptionally short-lived marriage had	✓		
	imploded, and I was jobless, alone parent,			
	and as poor as it is possible to be in modern			
	Britain, without being homeless.			
11.	Failure gave me an inner security that I have		√	
	never attained by passing examination.			
12.	I discovered that I had a strong will, and		✓	
	more discipline that I had suspected; I also			
	found out that I had friends whose value was			
	truly above the price of rubies.			
13.	He trembled uncontrollably as he spoke into		✓	
	a video camera about the brutality inflicted			
	upon him.			

14.	They are my children's godparents, the					✓
	people to whom I've been able to turn in					
	times of trouble, people who have been kind					
	enough not to sue me when I took their					
	names for <u>Death Eaters</u> .					
	Total	-	4	-	7	3

The Function of Euphemism

Datum			Fui	nction of Euphen	nism	
No.						
	Text	То	To Avoid	To Disguise	To Reduce	To Carryout
		Politeness	Disaster	the Meaning	Shame	Religious
		and				Orders
		Convenience				
1.	Now all I have to do is take deep breaths,			✓		
	squint at the red banners and convince myself					
	that I am at the world's largest Gryffindor					
	reunion.					
2.	Reflecting on her speech has helped me			✓		
	enormously in writing this one, because it					
	turns out that <u>I can't remember</u> a single word					

	she said.			
3.	This liberating discovery enables me to		✓	
	proceed without any fear that I might			
	inadvertently influence you to abandon			
	promising careers in business, the law or			
	politics for the giddy delights of becoming <u>a</u>			
	gay wizard.			
4.	Looking back at the 21-year-old that I was at		✓	
	graduation, is a slightly uncomfortable			
	experience for the 42-year-old that she has			
	become.			
5.	Half my lifetime ago, I was striking an		✓	
	uneasy balance between the ambition I had			
	for myself, and what those closest to me			
	expected of me.			
6.	I cannot remember telling my parents that I		✓	
	was studying Classics; they might well have			
	found out for the first time on graduation day.			
7.	Of all the subjects on this planet, I think they		√	

	would have been hard put to name one less			
	useful than Greek mythology when it came to			
	securing the keys to an executive bathroom.			
8.	They had been poor themselves, and I have		✓	
	since been poor, and I quite agree with them			
	that it is not an ennobling experience.			
9.	However, the fact that you are graduating	✓		
	from Harvard suggests that you are not very			
	well-acquainted with failure.			
10.	An exceptionally short-lived marriage had	✓		
	imploded, and I was jobless, alone parent,			
	and as poor as it is possible to be in modern			
	Britain, without being homeless.			
11.	Failure gave me an inner security that I have		✓	
	never attained by passing examination.			
12.	I discovered that I had a strong will, and		✓	
	more discipline that I had suspected; I also			
	found out that I had friends whose value was			
	<u>truly above the price of rubies</u> .			

13.	He <u>trembled uncontrollably</u> as he spoke into			✓		
	a video camera about the brutality inflicted					
	upon him.					
14.	They are my children's godparents, the					√
	people to whom I've been able to turn in					
	times of trouble, people who have been kind					
	enough not to sue me when I took their					
	names for <u>Death Eaters</u> .					
	Total	2	-	11	-	1



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Form K-1

Kepada Yth: Bapak Ketua/Sekretaris

Program Studi Pendidikan Bahasa Inggris

PKIP UMSU

Perihal:

PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan hormat, yang bertanda tangan dibawah ini:

Nama Mahasiswa

Widya Maharani

NPM

1502050064

Pro. Studi

Pendidikan Bahasa Inggris

Kredit Kumulatif 138 SKS

Persetujuan Ket/Sekret, Proa, Studi	Judul Yang Diajukan	oleh Detan Fakultas
Fr	Euphemism in J.K Rowling's Speech	THE
	An Analysis the Use of KKNI for English Students 2015 Class in Speaking Achievement at University of Muhammadiyah Sumatera Utara	II AND
	An Analysis of Conversation Implicature in E-Talk Show	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak/Ibu saya ucapkan terima kasih.

> Medan, 23 Maret 2019 Hormat Pemohon.

> > Widya Maharani

Keterungan:

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Untuk Ketua/Sekretaris Program Studi

Untuk Mahasiswa yang baras



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ne http://www.fkip.unum.as.id.E-mail (http://www.asc.id

Form K-2

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Assalamu alaikum Wr. Wb

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Widya Maharani

NPM

1502050064

Prog. Studi

Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut

Euphemism in J.K. Rowling's Speech

Sekaligus saya mengusulkan/ menunjuk Bapak/ Ibu.

Mandra Saragih, S.Pd. M.Hum Acc 64-2019

Schapai Dosen Pembianbing Pjoposal/Risalah Makalah/Skripsi saya.

Demikianlah permehanan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas occhatian dan kesedinan Bopak/ Ibu saya ucapkan terima kasih.

> Medan, 26 April 2019 Hormat Pemobon.

Widya Maharuni

Keterangan Diminit rangkap 3

Untuk Dekan / Fakultan Until Ketun / Sekretaris Prog. Studi Untok Mabasiswa yane Bersangkutan



FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA Mukthar Basri BA No. 3 Telp. 6622400 Medan 20217 Form: K3

Nomor

: 1006 /ILJ/UMSU-02/F/2019

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Hal

Pengesahan Proyek Proposal Dan Dosen Pembimbing

Assalamu alaikum Warahmatullahi Wabarakaatuh

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proyek proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini 2.

Nama : Widya Maharani N P M : 1502050064

Program Studi : Pendidikan Bahasa Inggris

Judul Penelitian Euphemism in J.K Rowling's Speech.

Pembimbing : Mandra Saragih, S.Pd, M.Hum

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut:

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan

 Proyek proposal/risalah/makalah/skripsi dinyatakan BATAL apabila tidak selesai pada waktu yang telah ditentukan

3. Masa kadaluarsa tanggal: 26 April 2020

Wa'alaikumssalam Warahmatollahi Wabarakatuh.

Medan, 31 Sya ban 1440 H 26 April 2019 M

Dr. H. Filler and No. S. Par M.

NIDN: 0115057302

Dibuat rangkap 4 (empat):

- 1. Fakultas (Dekun)
- 2. Ketua Program Studi
- 3. Pembimbing
- 4. Mahasiswa yang bersangkutan: WAJIB MENGIKUTI SEMINAR



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BERITA ACARA BIMBINGAN PROPOSAL

PerguruanTinggi : Univ

: Universitas Muhammadiyah Sumatera Utara

Fakultas

: Keguruan dan Ilmu Pendidikan

Nama Lengkap

: Widya Maharani

NPM

: 1502050064

Program Studi

: Pendidikan Bahasa Inggris

Judul Skripsi

: Euphemism in JK Rowling's Speech

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Diketahui Oleh : Ketua Program Studi

Dosen Pembimbing

Mei 2019

Medan,

Mandra Saragib, S.Pd, M.Hum.



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LEMBAR PENGESAHAN PROPOSAL

Proposal yang diajukan oleh mahasiswa di bawah ini:

Nama Lengkap

: Widya Maharani

NPM

: 1502050064

Program studi

: Pendidikan Bahasa Inggris

Judul Proposal

: Euphemism in JK Rowling's Speech

sudah layak diseminarkan.

Medan, Mei 2019 Dosen Pembimbing,



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LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminarkan oleh mahasiswa di bawah ini:

Nama Lengkap : Widya Maharani

N.P.M : 1502050064

Prog. Studi : Pendidikan Bahasa Inggris

Judul Proposal : Euphemism in JK Rowling's Speech

Pada Sabtu, tanggal 25 bulan Mei tahun 2019 sudah layak menjadi proposal skripsi.

Medan, Agustus 2019

Disetujui oleh:

Dosen Pembahas

Dosen Pembimbing

Dra. Diani Syahputri, M.Hum

Mandra Saragih, S.Pd., M.Hum

Diketahui oleh Ketua Program studi



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SURAT KETERANGAN

Ketua Program Studi Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menerangkan nama di bawah ini.

Nama Lengkap : Widya Maharani

N.P.M : 1502050064

Prog. Studi : Pendidikan Bahasa Inggris

Judul Proposal : Euphemism in JK Rowling's Speech

Benar telah melakukan seminar proposal skripsi pada hari Sabtu, tanggal 25 bulan

Mei, tahun 2019.

Demikianlah surat keterangan ini dibuat untuk memperoleh surat izin dari fakultas.

Atas kesediaan dan kerja sama yang baik, kami ucapkan terima kasih.

Medan, Agustus 2019 Ketua Program Studi



MAJELIS PENDIDIKAN TINGGI UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA

FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

ilan Kapten Mukhtar Busri No. 3 Medan 20238 Felp. (961) 6622400 Fat. 22, 23, 30 Webside http://www.fhip.smast.ac.al I most flagsgurtoscac.al

Saya yang bertanda tangan dibawah ini:

Nama Lengkap : Widya Maharani

N.P.M

: 1502050064

Prog. Studi

: Pendidikan Bahasa Inggris

Judul Proposal : Euphemism in JK Rowling's Speech

Dengan ini saya menyatakan bahwa:

1. Penelitian yang saya lakukan dengan judul diatas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera

2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan

juga tidak tergolong Plagiat.

 Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali

Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

> Medan, Agustus 2019 Hormat saya Yang membuat pernyataan,

Diketahui oleh Ketua Program Studi Pendidikan Bahasa Inggris



MAJELIS PENDIDIKAN TINGGI

UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

Jalan Kapten Mukhtar Basri No. 3 Medan 20238 Telp. (061) 5822400

Nomor Lamp

-5367 /IL3/UMSU-02/F/2019

Hal Mohon Izin Riset Medan, 21 Dzułhijjah 1440 H 2019 M 22 Agustus

Kepada Yth, Bapak Kepala Perpustakaan Universitas Muhammadiyah Sum. Utara di-Tempat

Assalamu alaikum Warahmatullahi Wabarakaatuh

Wa ba'du, semoga kita semua sehat wal'afiat dalam melaksanakan kegiatan-aktifitas sehari-hari, sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/Ibu Memberikan izin kepada mahasiswa untuk melakukan penelitian/riset di Pustka Bapak pimpin. Adapun data mahasiswa kami tersebut sebagai berikut :

Nama : Widya Maharani NPM : 1402050064

Program Studi : Pendidikan Bahasa Inggris

Judul Penelitian : Euphemism in JK Rowling's Speech.

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak kami ucapkan terima kasih.

Wa'alaikumssalam Warahmatullahi Wabarakatuh.

GDAL B115057302

Pertinggal



MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN

UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA UPT PERPUSTAKAAN

Jl. Kapt. Mukhtar Basri No. 3 Telp. 6624567 - Ext. 113 Medan 20238 Website: http://perpustakaan.umsu.ac.id

Nomor: 4476/KET/II.10-AU/UMSU-P/M/2019

بنسئ التالغ العنا

Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan:

Nama : Widya Maharani

NPM : 1502050064

Univ/Fakultas : UMSU/ Keguruan dan Ilmu Pendidikan

Jurusan/P.Studi : Pendidikan Bahasa Inggris/ S1

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

"Euphemism in JK Rowling\'s Speech"

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 2 Safar 1441 H 02 Oktober 2019 M

Kepala UPT Perpustakaan,

Muhammad Ariffin, S.Pd, M.Pd

UMSU Jalan Kapten Mukhtar Basri No. 3Telp. (061) 6619056 Medan 20238
Webside http://www.fkip.umau.es.id E-mail:fkip@sumeu.ac.id

BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi Fakultas

: Universitas Muhammadiyah Sumatera Utara : Keguruan dan Ilmu Pendidikan

Nama Lengkap

: Widya Maharani

N.P.M Program Studi

: 1502050064 : Pendidikan Bahasa Inggris

Judul Skripsi

: Euphemism in JK Rowling's Speech

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Diketahui oleh : Ketua Program Studi

Dosen Pembimbing

Medan,

September 2019

Mandra Saragih, S.Pd., M.Hum.

Jalan Kapten Mukhtar Basri No. 3Telp. (061) 6619056 Medan 20238 Webside: http://www.fkip.umsu.ac.id E-mail:fkip@umsu.ac.id

LEMBAR PENGESAHAN SKRIPSI



Skripsi ini yang diajukan oleh mahasiswa di bawah ini :

Nama Lengkap

: Widya Maharani

N.P.M

: 1502050064

Program Studi

: Pendidikan Bahasa Inggris

Judul Skripsi

: Euphemism in JK Rowling's Speech

sudah layak disidangkan.

Medan, September 2019

Disetujui oleh:

Dosen Pembimbing

Mandra Saragih, S.Pd, M.Hum

Diketahui oleh:

Dr. H. Ellerianto Naution C. D. M. D.

Ketua Program Studi,



MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA **UPT PERPUSTAKAAN**

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SURAT KETERANGAN

Nomor: A311./KET/II.9-AU/UMSU-P/M/2019

Berdasarkan hasil pemeriksaan data pada Sistem Perpustakaan, maka Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan

Nama

: widya maharani

NPM

: 1502050064

Fakultas

: Keguruan dan Ilmu Pendidikan

Jurusan/ P.Studi : Pendidikan Bahasa Inggris

telah menyelesaikan segala urusan yang berhubungan dengan Perpustakaan Universitas Muhammadiyah Sumatera Utara Medan.

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 30 Muharram 1441 H 30 September 2019 M

Kepala UPI Perpustakaan,

Muhammad Arifin, S.Pd. M.Pd.

CURRICULUM VITAE

Name : Widya Maharani

Place and Date of Birth : Medan, 27 April 1997

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Nationality : Indonesia

Material Status : Not Married

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Background of Education:

- Elementary at SD Swasta Handayani, Medan (2003-2009)

- Junior High School at SMP Swasta Laksamana Martadinata, Medan (2009-2012)

- Senior High School at SMK Swasta Imelda, Medan (2012-2015)