

## Form of Sexual Euphemism Used in YouTube Channel “Tonight Show”: A Language and Gender Perspective

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**ABSTRACT:** This study aims to find out the form of euphemisms used in interaction that talks about sexuality. This research focuses on revealing the use of euphemism from gender perspective. The stigma toward men and women assume that women speak more politely than men. Based on this phenomenon, the researcher interested to find out the use of language, especially the euphemism between men and women when talking about sexuality. The data is taken from the interaction in YouTube channel “tonight show”. This study uses agih method with BUL (Bagi Unsur Langsung) as the basic technique. The result of this study indicate that men uses more euphemism than women. Men and women use the word form as the most frequently used form of euphemism. This result is in line with the research conducted by Adriana (2012) that stated men tend to speak less and use shorter expression in informal situation and women uses word as the shortest form of euphemism in sexual interaction to maintain prestige or self-dignity when discussing something taboo.

**KEYWORDS:** *euphemism, sexuality, stereotype, language and gender, taboo.*

### I. INTRODUCTION

The mass media has role as a media that provide information for society. This is creating a situation where the use of language is an important thing to be noticed. The use of taboo words is avoided because can trigger the controversy. The regulation from KPI also makes the mass media be more careful in choosing the vocabulary that can cause problems. This is become the challenge for the media to discussed something that is still considered as taboo by the society such as sexuality. In result, euphemism becomes a solution to replace taboo and disturbing words related to sexuality as a manifestation of politeness of language in mass media.

Euphemism is a strategy to replace word with other word that have more subtle meaning. Allan (2016) define euphemism as a form of word or phrase that is used as an alternative choice to express an expression that lead to inappropriateness. This is in line with Wardaugh (1986) that said about euphemism as a strategy of speak with appropriate words that leave a good impression.

The discussion about sexuality is still considered as taboo topic especially in Indonesia. Mostly people think that sexuality is something that should not be discussed in public. However, this situation results the lack of sexual education that triggers sexual deviations, sexual violence and others problem related to sexuality. To solve this problem, the mass media as information provider began to be more vocal to spread about sexual education. Tonight show is one of television program that aired a special segment to discuss about sexual health. This makes the researcher interested to examine the use of euphemism in Tonight Show TV Program when discussing about sexuality in public.

The use of euphemism is found in situation that forces someone to use polite language, for example is the use of language in mass media. The use of good, straightforward, and effective language is an important factor so the information provided by mass media can be accepted and understood by the public or audience. The use of language is influenced by the norms in a group, community, or society. Besides norms, the use of language is also influenced by social factors such as gender or level of education.

Talking about language based on gender, it cannot be separated from various stigmas toward men and women’s language. Lakoff (1973) stated in his article entitled “Language and Women’s Place” that language used by women is a manifestation of women place as an inferior in society. Women used expression that showed the

powerlessness such as hedges or tag question. Lakoff considered language and gender as a structural power that lead women to inferior and men to superior position. This is related to Mukarom (2019) study that reveals women places in mass media as an object to men. Women have a role as a symbol to please men as a dominant creature. This results in line with Lakoff study that describes men and women places in society. In Addition, Wardaugh (2010) also discussed about language and gender. Wardaugh stated that men and women have some differences in the use of language. Men tend to interrupt more, take control of a discussion because men biologically want to dominate and prioritize independence, while women have characters that avoid competition and prioritize a good relationship with the others so women are more careful in using a polite form of language and speak less to maintain their dignity and their relationship with others. This is difference from Morikawa (2019) that reveals a fact where women tend to use profanity and harsh words and use less euphemism when talking about sexuality in Twitter. However, Morikawa studied about the language used by women and had not compared the language used by men and women when talking about sexuality. This makes the researcher interested in analyze the language used by men and women when talking about sexuality in television.

## II. RESEARCH METHOD

This is a qualitative descriptive research where the result is written in the form of description. The source of data is YouTube channel Tonight Show. Tonight Show was chosen because it contains the segment that discussed about sexual health. The data in this study are utterances from presenters and speakers in Tonight Show that contain euphemisms and the context. Tonight Show is a television program that provides information with four people as presenters that consists of two men and two women. The method used to collect the data is listening method with note-taking techniques in order to provide appropriate data. The researcher uses the listening method to listen the video and note-taking techniques to record utterances containing euphemism to be used as data in the study. In addition, the researcher uses the orthographic transcription method to convert the speech into a written document. This study uses Agih method with Bagi Unsur Langsung (BUL) as basic technique and referential equivalent method. The distribution method is also used to analyze the data. After that, meaning component analysis is used to analyze the euphemism found in the interaction.

## III. RESULTS AND DISCUSSION

The result presents the form of sexual euphemism used in YouTube channel Tonight Show from gender perspective:

Tabel 1. The form of sexual euphemism found in YouTube channel Tonight Show

| No           | Gender | Form     | Sum       | Percentage  |
|--------------|--------|----------|-----------|-------------|
| 1.           | Men    | Word     | 21        | 54%         |
|              |        | Phrase   | 4         | 10%         |
|              |        | Sentence | 3         | 8%          |
| 2.           | Women  | Word     | 8         | 20%         |
|              |        | Phrase   | 3         | 8%          |
|              |        | Sentence | 0         | 0%          |
| <b>Total</b> |        |          | <b>39</b> | <b>100%</b> |

The result of this study indicate that there are 39 sexual euphemistic used in YouTube channel Tonight show, with 28 euphemism spoken by men and 11 euphemism used by women. The form of euphemism found in YouTube channel Tonight Show are word such as *kuncup*, *puncak*, *ketimun*, *jajan*, *main*, phrase such as *ular-ular manusia*, *buah dada*, *usia senja*, *enak-enak*, and sentence such as *kalo begitu namanya main piano pakai sarung*, *kayak kita main bola yang pentingkan gocekannya bukan ukuran bolanya*. The form of word unit is found in 29 or 74% of utterances with 54% spoken by men and 20% spoken by women. The form of the phrase unit euphemism found with a total of 7 or 18% spoken by men and 8% spoken by women. The form of

euphemism with sentence unit found with a total of 3 data or 8% spoken by men only and no sentences utterances by women.

Based on the result of this study, male and female gender have similarities in the use of euphemism with the word form as the most frequently used. This is in line with the result of Adriana (2012) research that stated men tend to speak less and use shorter expressions in informal situation but speak more in formal situations because men likes to show power and status, meanwhile women are more silent. Furthermore, this stereotype creates gender inequality in language which says that women who talk more are called talkative, but when women are more silent and talk less, they are said to be passive and cannot have an opinion. This is in contrast to men who talk a lot, who are considered more capable and have broad insight. The stereotypes regarding language styles based on gender create positive values for men and negative impressions on women (Kuntjara, 2004).

The stigma toward men that says men tend to speak less and use short expression in informal situation in line with the result on this study that revealed men used word form of euphemism more frequent than any other unit such as phrase and sentence. Meanwhile, euphemism used by women in YouTube channel Tonight Show is dominated by word form of euphemism because women tend to avoid interaction on taboo topic such as sexuality to maintain prestige or self-dignity when discussing something taboo.

#### IV. CONCLUSION

In the form of sexual euphemism found in YouTube channel Tonight Show, euphemisms were found in the form of word, phrase, and sentence with 39 expressions in total. Data in the form of words spoken by male speakers with 21 or 54%, while female speakers spoken word euphemisms with 8 or 20%. Data in the form of phrase spoken by male speakers found with 4 expressions or 10%, while female used 3 expressions or 8%. The form of sentence was only spoken by men with 3 expression or 8% and no utterances spoken by women.

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