

CHAPTER I

INTRODUCTION

This chapter deals with the background of research, statement of problem, research objective, research Significance, and definition of key term.

1.1 Background of Research

Language has variety, in language variety there is euphemism, thus, many concepts has been presented by every text in many media such as magazine, newspaper, lyric of music, and book. It is also one of the ways to show values by expressing much feeling and thought.

Fromklin (2003: 479) stated that euphemism is a word or phrase that replaces a taboo word or serves to avoid frightening or unpleasant subjects. It means that euphemism uses as an alternative to the avoidance of words which may be seen as offensive, or somehow disturbing to listeners or readers.

Supporting Fromklin, Leech, (1983:147) stated that euphemism is one can disguise unpleasant subjects by referring to them by means of apparently inoffensive expression (*egg workers are 'made redundant' instead of being 'dismissed'*). It means that euphemism is uses as an alternative to a dispreferred expression.

Types of euphemism as Allan and Burridge (1991: 14) stated: euphemism into several types, including the form of *Metaphors, Flippancies and Remodeling; Circumlocutions, Clippings, Acronyms, Abbreviations, Omissions, and One-for-*

one Substitutions; General-for-Specific and Part-for-Whole Euphemism; Hyperbole and Understatement; Euphemism through Borrowing; Jargon and Colloquial.

Based on the quotation is above the researcher concluded that the language has a concept. Especially euphemism and their types can be seen from the use of such language in the lyric. Thus, many concepts have been presented by every text in many media that use language, such as magazine, newspaper, lyric of music, and book.

In addition, it is also one of the easy instruments to express of human feeling, thought, life story, and to utter their problem. Many inspirations are given by song. This inspiration is something that give many language variation, many messages and values about life is and human him or herself.

The statement above, the researcher indicated that analysis euphemism and their types euphemism in Adele's song lyrics. Thus, all lyrics in "Someone Like You" album are eleven songs, but in this research is only seven lyrics of which the researcher uses as purposive sampling because these the seven lyrics is euphemisms and their types. Purposive sample is (*Rolling in the Deep, Someone like You, Chasing Pavements, Turning Tables, Don't You Remember, One and Only, Set Fire to the Rain*). To make easy and clearly in the analysis, the researcher only taken some words in lyrics itself for analysis that was chosen by random and was indicated have closely relation with euphemism and types of euphemism from the lyrics itself.

Related to this theme of research, to the researcher's best knowledge, there is no previous study even one that closely related this work. The researcher only has some previous studies that are identical with the ways of analyzing the data. Some of them are research by Ade (2008), and Adhariani (2009). The first research by Ade(2008) she uses the use of euphemism in some CLEO and Her World Magazines Articles. She focuses on the use of euphemism in some Cleo and Her World Magazine articles. Her data were taken from some Cleo and Her World Magazine articles. In her research, she concluded the use of euphemism in some Cleo and Her World Magazine Articles. The second study was conducted by Adharani(2009) her research the analysis uses of euphemism in Iwake's hip hop lyrics. It is focuses on the use of euphemism in hip hop lyrics. Her data were taken from some Iwake's hip hop lyrics. He concluded the use of euphemism in Iwake's hip hop lyrics.

Those all above became the inspiration for the researcher to analysis euphemism and types of euphemism. Regarding this study, the researcher analyzed euphemism and their types in Adele's song lyrics, theory of euphemism analysis.

In this research the data which have been observed are taken from Adele's Lyrics "Someone like You" Album. It is one of pop music trend that is very popular. Thus, the title of this research is **Euphemisms and Their Types in Adele's Song Lyrics.**

1.2 Statement of Problem

Based on the background above this research wants to find the use of euphemism and types of euphemism from the lyrics. These are the statement of problem formulated into two questions:

1. What are the euphemisms in Adele's song lyrics?
2. What are their types in Adele's song lyrics?

1.3 Research Objective

Based on the background above, the purposes of this research are:

1. To classify euphemisms in Adele's song lyrics.
2. To investigate their types in Adele's song lyrics.

1.4 Research Significance

This research is expected to be able give advantages as follows:

1. This research regarded significant as away to implement knowledge on linguistics.
2. This research is to know euphemisms and their types in Adele's Lyrics "Someone like You" Album.
3. The result of this research is hoped to give a contribution to the learners and other researcher who are interested in this study and to know the euphemisms and their types in Adele's Lyrics "Someone like You" Album.

1.5 Definition of Key Term

This research is presented in five terms as follows:

1. Euphemism: In this research, a word or phrase that replaces a taboo word or serves to avoid frightening or unpleasant subjects. It means that euphemism uses as an alternative to the avoidance of words which may be seen as offensive, or somehow disturbing to listeners or readers.
2. Type's euphemism: In this research, euphemism into several types, including the form of (*Metaphors, Understatement, Litotes, Colloquial, Hyperbole and Circumlocution*).

