**T**AMADDUN **LIFE** JURNAL BAHASA, SASTRA DAN BUDAYA

# An Analysis of Euphemism in The Captions of Folkative Instagram Accounts

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## Abstract

*This research discusses about "An Analysis of Euphemism in the captions of Folkative Instagram accounts". The purpose of this research is focused on two things, namely: Identifying the types and functions of euphemisms found in captions of Folkative Instagram account. This research used descriptive qualitative method. Data collection techniques involved reading the captions posted by Folkative on January-March 2023 and note-taking captions that contain euphemisms, and the last classify data selection based on type and function of euphemism. Data on the types of euphemisms were analyzed based on the theory of Allan and Burridge, and the function of euphemisms was analyzed using the theory of Rusman. In addition, the data source is the Captions of Folkative Instagram account from January-March 2023. The research focused on @Folkative Instagram account. The results of this research found 129 data. The researcher found 10 types of euphemisms used in captions for Instagram Folkative accounts there are Metaphor 3 data (2%); Litotes 3 data (2%); Acronyms 21 data (16%); Abbreviations 61 data (47%); Clipping 11 data (9%); Synecdoche 4 data (3%); Idioms 17 data (13%); Borrowing 6 data (5%); Reduplication 2 data (2%); Omissions 1 data (1%). The researcher found 3 functions euphemism from Captions of Folkative Instagram account namely, Informs 77 data (60%); Evaluates 30 data (23%); Modalizes 22 data (17%). Based on the data found, the most widely used type of euphemism by Instagram Folkative accounts is Abbreviations with 61 data and the function of euphemism used is Informs with 77 data.*

*Keywords: Euphemism, Types, Function, Caption, Instagram*

## INTRODUCTION

English is currently an international language used to communicate with many people. Specially to communicate used English language we need to learn it. To learn the language, we can know the science of linguistics. Nuzula, (2020) stated that linguistics is the scientific study of language. In analyzed linguistics there are two aspects that are always maintained, internal aspects and external aspects. Internal aspects include phonetics (the science of sound), phonology (the science of sound and structure), morphology (the science of word structures), syntax (the science of the process of combining words to form larger units such as phrases, clauses or sentences), and semantics (science of meaning), the external aspect of linguistics is the relationship that occurs

between linguistics and other sciences. In semantics we can recognize euphemisms, euphemisms are words or expressions used when people want to find a polite or indirect way to talk about difficult or embarrassing topics such as death or bodily functions in conversation. Rachmadhani, (2023) suggests that euphemism is a form of language used to avoid saying words or phrases that are taboo in certain societies. By learning euphemisms we can interact using more polite words or phrases. Interaction can be done by action or by communication.

In communication someone has various goals and various forms of delivery. Communication that utilizes language as a tool for communication is divided into direct communication and indirect communication. Direct communication is in the form of direct conversation or orally, while indirect communication is in the form of written media. Writing media is currently not only in the form of printed books, but technological developments that are increasingly advanced, effective and efficient can make it easier for someone to communicate, one of which is through social media (Astiandani et al., 2021).

Social media is a computer-mediated tool that enables users to create, share and exchange information, concepts and images/videos in online groups and networks (Adinda et al., 2021). And social media can make it easier for users to communicate without being limited by space and time. The term "social media site" (Wolf et al., 2018) refers to a group of information technologies that encourage networking and interaction(Zulia Ningsih et al., 2020). The existence of social media can make it easier for us to interact with many people and present new things in communication activities. As with communicating with relatives, family, or the general public, it can be done easily and can be enjoyed through the features that have been provided. In addition, with social media, information dissemination can take place quickly. This happens because people can easily post news or information that is happening around them. Social media also allows users to create profiles, view a list of available users, and invite or accept friends to join the site. One of these social media is Instagram.

Instagram is one of the most popular social media today (Mujahidah & Yasin, 2022) states that Instagram is part of social media that is well known to the people of Indonesia. Instagram is a fast-evolving form of modern communication, and social media as a whole is expanding rapidly from many categories and types to meet the needs of a global community. (Elyas et al., 2023) defines Instagram as an application that can be accessed at Instagram.com, or can be downloaded on Google Play or Playstore for smartphone users. Through significant application upgrades, making Instagram more practical and complex in its use. Because of that Instagram is in demand by many people, both from ordinary people, important people, to world artists, they make Instagram as a place for their personal galleries which contain photos and videos as well as captions as information providers, making existence and use in everyday life. This application attracts the attention of many people, especially for teenagers. Teenagers around the world are so attached to Instagram, they make Instagram the favorite means of each individual who wants to publish activities, goods, places or himself in the form of photos or videos. Every time they share photos, videos, memes, or quotes they usually add a caption below.

Captions are one of the features on Instagram. Captions or writing under pictures are captions that are usually placed above or below pictures or tables (Fitriani & Etika Rahmawati, 2021). Through captions Instagram users can inform all activities, news, opinions, exchange of ideas, business, and so on. In addition, Instagram users can also comment on each other or respond to the latest posts from fellow Instagram users. Videos or photos that they have uploaded along

with captions as descriptions with the contents of sentences written by users make Instagram appear in various languages.

Using euphemisms can cover up the meaning of language that is taboo and also harsh (Khairatur Ramadhani, 2022). This euphemism is a part of Semantics, Euphemism is an effective technique for communicating politely and covering up negative words. We often encounter this euphemistic sentence in posts on Instagram. One of them is on the Instagram Folkative account.

Folkative is an online media platform that also uses social media Instagram with 4.7 million followers. They use this as a medium to introduce their company to the public and their followers. The Instagram Folkative account focuses on the information provided to young people, especially millennials who of course also use the same social media, especially Instagram. The style of communication applied by Instagram folkative accounts when interacting with Instagram users, especially their followers, is very easily accepted by everyone, especially young people (Fadhlan & Putri, 2021). Captions that contain information are also conveyed in a good and easy-to-accept communication style so that information and interaction on the folkative Instagram account goes well. Also, the Captions used by Instagram Folkative accounts represent their linguistic literacy by showing the various styles of language used.

In connection with this research, there are several studies regarding Euphemism that have been carried out by previous researchers, A Socio Semantics Perspective" written by Annisa (Candra et al., 2022; Juli Saputri et al., 2021; Rahmawati, 2021; Tandiliku et al., 2021; Ulfa et al., 2023; Waljinah et al., 2020; Zahid Saidil Morsalin & Hayat Adnan, 2022) with their research focusing on the use of English euphemisms in the upload of the Instagram social media account by the world's International News media. With the results of their research show that the data that has been obtained using this documentation and observation method (1) the types of euphemisms found on the News media consist of 6 types, namely metaphor, circumlocution, one-for-one substitution, understatement, part for whole and common term , and (2) the function of euphemism consists of 4 types, namely uplifting, underhand, cohesive and protective. Their research uses two objects, namely by listen to videos and captions on the BBC News Instagram account..

There is also research on Instagram's and Its Relevance as Teaching Materials in English Education written by (Al-Ahmad & Alharthi, 2023; Alqahtani et al., 2022; Aswan et al., 2023; Jayanti et al., 2022; Kartikasari et al., 2023; Nasution et al., 2023; Nilansari Putri et al., 2022; Putera Nusri & Hisni Mubarak, 2022; Silaban et al., 2020; Yulian Krisdawati et al., 2023). The purpose of their analysis is to describe the forms and implications of euphemisms in poster learning. The methods and techniques they use to describe lingual elements by connecting and then comparing the same linguistic data, in the form of euphemisms, to find similarities in data, such as matters relating to meaning, speech context, and so on. The results of their research found 15 euphemism data. The forms of euphemism they found were divided into four parts with the following distribution: 5 in the use of abbreviations, 2 in the use of borrowed words, 2 in the use of foreign terms, and 6 in the use of metaphors. The similarity of this research with their research is using Instagram as the research object. And the difference between this research is the data source, their data source is on the Instagram account @tempodotco, while this research is on the Instagram account @Folkative.

Then the research written by (Cipta Ria et al., 2022; Haryati, 2020; Ridwan et al., 2020).The purpose of their research is to find the types of euphemisms, the functions of euphemisms, and the style of language in Instagram captions using the theory from Allan and

Sutarman to find types of euphemisms. And the theories of Burridge and Wijana and Rohmadi to find euphemism functions. The results of his research found that there are five types of euphemisms and four functions of euphemisms which are used as a tool to refine speech, a tool to avoid taboo words, a tool to show solidarity, and an educational tool. The similarity of this research with Amelia's research to find the types and functions of euphemisms and the differences between this research occurred in the data source, Amelia's data source was on the Ganjar Pranomo Instagram account, while this research occurred on the @Folkative Instagram account.

From the explanation described above, this research is entitled "An Analysis of Euphemism in the Instagram Captions of Folkative Accounts". Researcher used Folkative Instagram account as the objects never been done before and using the theory from Allan & Burridge. This is what motivates the researcher to conduct this research to describe the types of captions on Folkative Instagram accounts. This research is important because the data obtained can serve as a source of information for understanding language, especially the types and functions of euphemisms. This research is an attempt to describe the types of euphemisms used in captions on Instagram and also to reveal or find out the existence of euphemisms contained in these captions. The results of this study will benefit many groups, both academics and the general public. As well as directly it is hoped that this research can be useful for success in developing language knowledge for many people.

**METHOD**

The research design used is descriptive qualitative to explain the type of euphemism in the caption of Instagram Folkative account based on theory from Allan & Burridge and explaining the function of euphemism based on theory of Rusman. This method was chosen with the aim of describing data that contains euphemisms in captions written by Instagram Folkative accounts. According to Rahardjo (2022), the purpose of the descriptive method is to describe the situation or area of concern accurately and factually.

The source of this research data was taken from the Captions of Folkative Instagram account. Research data was in the form of text in captions that contain euphemisms on Folkative Instagram accounts. The researcher took this research because the words or phrases used in the post contain several euphemisms. The procedure for collecting data is an important element in conducting research. The technique used by researchers to obtain the data needed for this research includes the following steps: First, read the captions posted by Instagram Folkative on January-March 2023, then choose captions that contain euphemisms, and the last classify data selection based on type and function of euphemism.

The data that has been obtained is analyzed with the following steps: First, Sorting data based on the type and function of Euphemism; Second, Formulating the data obtained from each category based on the types and functions of the euphemism; Third, Making the coding based on the types and functions of euphemism; And Fourth Describing the results.

To classify each data that has been analyzed, the researcher uses a code for each data collected: First, the researcher used code numbers 01, 02, 03… to assign numbers to the data found; Second, the researcher makes codes of letters used to explain the types and functions of euphemisms as follows: (Types of Euphemism) **MP:** Metaphor; **IDM:** Idiom; **HB:** Hyperbole (overstatement); **BR:** Borrowing; **LI:** Litotes (Understatement); **RD:** Reduplication; **ACR:** Acronyms; **MT:** Metonymy; **ABR:** Abbreviation; **OM:** Omission; **CL:** Clipping; **SYN:**
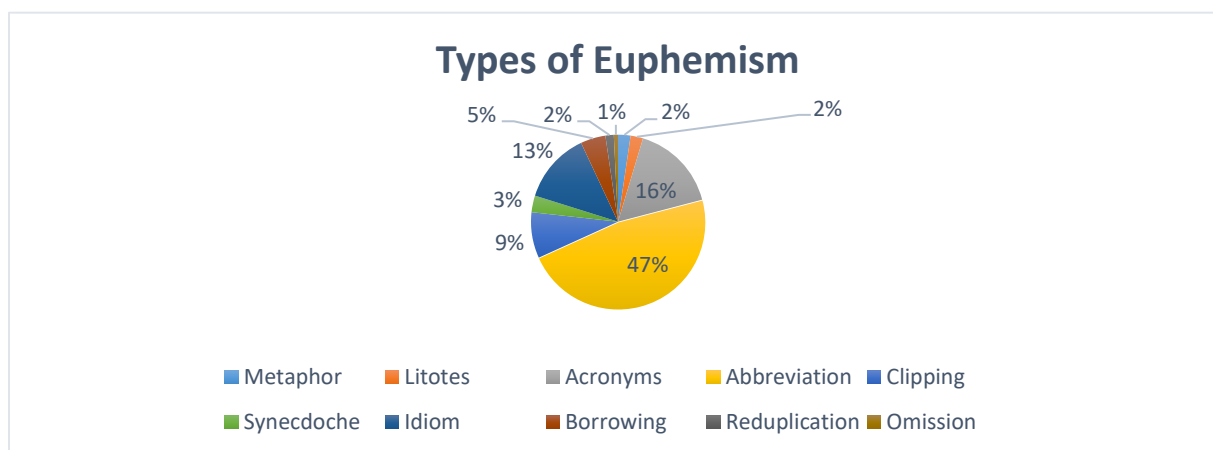
Synecdoche; and **CC:** Circumlocution. (Functions of Euphemism) **IN:** Informs; **EV:** Evaluates; **MD:** Modalizes; and **OG:** Organizes. And the last Third, the researcher enters the date and month in the code to indicate the time when the comment data was uploaded. Example: 01/CL-IN/23 February.

**FINDINGS AND DISCUSSIONS**

The researcher divides this part into two parts. In finding, the researcher presents a diagram of the data analysis taken from the Caption on the Folkative Instagram account posts in January-March 2023. The researcher found 129 data with the most common type of euphemism found type Abbreviation, and the most widely used euphemism function was Informs.

The first part deals with the types of euphemisms in the Caption of Folkative instagran account and the analysis is based on Allan and Burridge's theory. Then, The second part is a function of euphemisms based on Rusman's theory. The first diagram below is classified the types of euphemism. And the second table below is the result data from the function of euphemism.

Figure 1. Types of Euphemism



Tables 1. Function of Euphemism

| No | Function of Euphemism | Percentage |
|---|---|---|
| 1 | To Informs | 60% |
| 2 | To Evaluates | 23% |
| 3 | To Modalizes | 17% |
| 4 | To Organizes | 0% |

**Types of Euphemism**

Based on diagram above the researcher found 129 data with 10 types of euphemism in the caption of Folkative Instagram account, there are Metaphor 3 data (2%); Litotes 3 data (2%);

Acronyms 21 data (16%); Abbreviations 61 data (47%); Clipping 11 data (9%); Synecdoche 4 data (3%); Idioms 17 data (13%); Borrowing 6 data (5%); Reduplication 2 data (2%); Omissions 1 data (1%).

The finding of the types of euphemism is supported by theory from Allan & Burridge (1991) who stated that types of euphemism are as follows: Metaphors, Hyperbole (overstatement), Litotes (understatement), Acronyms, Abbreviations, Clipping, Circumlocutions, Synecdoche, Idiom, Borrowing, Reduplication, Metonymy, and Omissions. From the data found there are several types of Euphemisms found in the captions of Folkative Instagram account such as:

1. **Metaphor**

Metaphor is the use of words or other expressions for objects or other concepts based on figures of speech or similarities

**Data 93/MP-EV/27Feb**

"Meet Irawati Puteri, an Indonesian girl who just got accepted into Stanford for her masters in the International Education Policy Analysis Program. Irawati has been the backbone of her family, paying for her family's needs and college. Not only that, Irawati was also accepted into Cornell University Law School, University of Pennsylvania Carey Law School, and University of Michigan Law School, but decided to choose Stanford because of her love for teaching. She had to do a lot to survive, including becoming an SPG to pay for rent. Salute, @irawatiputeri!" 🧒 🤲 🤍

The context of the utterance above show that an Indonesian girl who had just been accepted to study abroad before was a dutiful child and always provided for her family. The backbone is one of the most important parts of the body because based on Cambridge dictionary the backbone is the line of bones down the center of the back that provides support for the body. The expression of the backbone of the family is often used to refer to family members who are the breadwinners. Thus, the backbone is someone who is the main source of strength, such as the breadwinner in a family.

**Data 102/MP-IN/2Mar**

"**Football star** Lionel Messi gave away free gold personalized iPhones amounting a total of Rp 3,2 M to the Argentina World Cup winning squad. Messi gave away a total of 35 iPhones in collaboration with IDESIGN GOLD. Messi reportedly got in touch with iDesign Gold and said that he wanted to give a special gift to all players and staff in celebration of their victory at the World Cup." 👏🏻 👏🏻 🏆 🏆

Based on the context of the caption above, it describes a soccer player giving special gifts to soccer players and other staff as a celebration of their victory in the world cup. The word football star in the world of sports, especially football, refers to the best player of a team or match. Football star is a phrase that is often used to describe someone who is very skilled, clever and talented in his field, especially sports.

**Data 130/MP-MD/30Mar**

"Guess it's a natural habit to blame someone else whenever we are frustrated and trapped by our financial condition. Little do we know that it won't give any good change if we only keep searching for **scapegoats**. However, there's always a chance to start reflecting on ourselves and find a solution by swiping left to the end with @ocbc_nisp. 👏🏻 👏🏻 Stop blaming, and start to #NYALAinAja"

From the context of the caption above, it states that it is our habit to blame other people when we are frustrated in our financial condition by continuing to look for scapegoats. The word "scapegoats" based on Cambridge dictionary means a person who is blamed for something that someone else has done.

### 2. Litotes

Litotes is a unique figure of speech. So, litotes is a figure of speech that uses negative phrases to convey a positive meaning.

**Data 26/LI-EV/16Jan**

"Pradikta Wicaksono, popularly known as Dikta, just got sexually harassed after a gig in Central Jakarta. In a viral video, Dikta was seen holding the area around his private parts out of pain after being harassed while he was walking. After that incident, Dikta posted on his Instagram story that he wants to learn self defense. No matter what the circumstances are, harassment is never okay, so let's be respectful towards each other."

The words private parts here are used subtly to refer to someone's genitals. In the context of the caption above, it explains that an artist has experienced harassment. He seemed to be in pain after being harassment while walking.

**Data 72/LI-MD/9Feb**

"Mesut Hancer, a Kahramanmaras province resident near the epicenter in Gaziantep, sits among the rubble of the Turkey quake. He held the hand of his daughter, Irmak (15), who had **passed away** after being trapped under rubble from the Turkey-Syria earthquake. the destroyed building used to be an apartment. Despite the cold weather, Mesut wore an orange jacket and held his daughter's hand. Let's pray for Turkey-Syria." 🥀 🤍

The context in the caption above is a father sitting holding the hand of his daughter who died as a result of being trapped in the rubble of an earthquake in Turkey-Syria. The word passed away has the same meaning as the word died or death.

### 3. Acronyms

Acronyms are words formed from the first letters of another word, which are pronounced in full as a word. Not spelled.

**Data 1/ACR-IN/1jan**

"After the debate on pronouncing "Qris," there is a new debate on how to read "Mixue." The Director of the Confucius Institute (CI) Universitas Sebelas Maret (UNS) Solo, Stephanie Phanata, B.Ed., M.TCSOL, explained how to pronounce Mixue with the correct Indonesian pronunciation being "Mishuwe." Tell us how you pronounce "Mixue." 🤔 🤔

QRIS is an acronym for Quick Response Code Indonesian Standard, which is a QR code payment standard to facilitate non-cash payments as well as to make the transaction process with QR Code easier, faster, and secure. The context of the caption above is to discuss the correct pronunciation of the words Qris and Mixue.

**Data 25/ACR-EV/15Jan**

"**NASA** has found a planet that is 95% similar in size to Earth and may already be inhabited. The planet, anointed TOI 700e, is about 100 light-years from Earth in the habitable zone of a red dwarf star orbiting TOI 700. TOI 700e is also claimed to have water on its surface, so it may be suitable for life like on Earth. What do you think?" 👽

NASA is an acronym for National Aeronautics and Space Administration which is part of the United States government agency responsible for scientific and technological programs in the field of aeronautics and space. Based on the context of the caption above, Folkative explains that NASA found a planet that is very similar in size to Earth.

**Data 63/ACR-IN/6Feb**

"Rexona Hijab Natural broke Muri's record for "Pound Hybrid Workout" with the most participants in Indonesia. This event raised Rexona Hijab Natural's new campaign, "Rayakan Gerakmu," which was held at Istora Senayan Sunday (5/2). One thousand participants from throughout Indonesia, including Jakarta, Yogyakarta, and Bandung, participated in the record-breaking. In addition, this **MURI** record was also witnessed by around 138,718 spectators during the stream." 👏🏻 👏🏻

MURI is an acronym from Indonesian language which means "Museum Rekor Dunia Indonesia". This museum is a place to record superlative achievement data that occurred in Indonesia. The caption above explains that a beauty product has broke a MURI's record in a campaign with the most of participants in Indonesia.

**Data 99/ACR-IN/28Feb**

"Lionel Messi, Captain of the Argentina national team, was chosen as the best male player at The Best **FIFA** Football Awards 2202, held in Paris, France, Monday (27/2/2023) local evening time or Tuesday (28/2/2023) early morning WIB. Messi beat two other candidates, Kylian Mbappe (Paris Saint-Germain/France) and Karim Benzema (Real Madrid/France). This is the second time Messi has won The Best FIFA Football Award. In 2019, Messi became the best FIFA player, ahead of Virgil van Dijk and Cristiano Ronaldo."

FIFA is the official organization center for football in the world. FIFA stands for Federation Internationale de Football Association. As the main organization of the sport of soccer, FIFA ideally becomes the umbrella for all soccer organizations in each member country. The context explained in the caption above is that Lionel Messi, the captain of the Argentine national team, was selected as the best male player at the 2022 best FIFA Football Awards.

4. **Abbreviation**

Abbreviation is a short form of a word. Abbreviation is used to shorten a word.

**Data 7/ABR-EV/3Jan**

"A petition appeared to return to WFH because the roads were more congested, polluted, and WFO make them unproductive. Besides that, after 2 years of WFH, returning to WFO was considered even more stressful. What do you think?" 😳 😳

The word WFH is an abbreviation for Work from Home. Literally, WFH is defined as work from home activities so employees don't need to come to the office to work, they can work from home. Meanwhile, the word WFO stands for Work From Office, which means the opposite of WFH, that is, workers do their work from the office. The context of the caption above is the emergence of a petition for WFH among workers because WFO is considered to make them unproductive.

**Data 17/ABR-MD/11Jan**

"As if we haven't had enough of the lato-lato sound, there's a 5 hours lato-lato **ASMR** video with 70k+ views circulating around Youtube. Enough of this lato-lato frenzy." 😭 😭 😭

ASMR stands for Autonomous Sensory Meridian Response is a sensation that is called calming. Many define ASMR as a tickling sensation that we experience from the scalp to the neck. This is referred to as sensory stimulation of the body when we listen to these soothing sounds. The context of the caption above provides information about a 5-hour lato-lato ASMR video circulating on Youtube.

**Data 22/ABR-IN/15Jan**

"Erick Thohir has officially turned in the documents to become the general chairman of PSSI for Kongres Luar Biasa PSSI that will be held on Febuary 16th, 2023. Erick Thohir thanked the voters and noted that you need guts to make Indonesia football clean and full of accomplishments. In the sports business, Thohir has shares in an **NBA** club, the Philadelphia 76ers and the MLS club, DC United. What do you think?" 🧐

The National Basketball Association, known by its abbreviation NBA, is the men's basketball league in the United States and is the most prestigious basketball league in the world. based on the context of the caption above, folkative explains about Erick Thohir, who has shares in several sports businesses, one of which is the NBA club.

**Data 35/ABR-IN/20Jan**

"In order to live a happy life, we should embrace our imperfections. Listen 'Tutur Batin' by the one and only @yurayunita only on LIVE! at Folkative. **P.s** there's also Yura's newest song that will definitely give you chills." 🤍 ❤️

P.S. in the context of writing, it means "postscript" or in Latin "post scriptum". P.S is intended as an additional note to complete the article that has been written without having to change the contents of the article first. In the context of the caption above Folkative invites artist Yura Yunita to LIVE in their studio and adds that there is a new song from Yura.

**Data 65/ABR-EV/7Feb**

"3 psychologists from Lund University found that people who believe in astrology tend to be less intelligent and more narcissistic, via an online questionnaire. In their research published in the journal Personality and Individual Differences, Ida Andersson, Julia Persson, and Petri Kajonius describe their study and what they learned from it. They created an online questionnaire designed to identify personality traits and then added those questions to an abridged version of the Belief in Astrology Inventory assessment. They also added a short **IQ** test. They then recruited 264 English-speaking adults using Facebook to complete their questionnaire. The results of the study found that people who believe in the zodiac tend to score higher on measures of narcissism and do worse on IQ tests. They also noted that the higher the scores of the volunteers on the IQ test, the lower their likelihood of believing in the zodiac. What do you think?" 🙄 🙄 😳 😳

Intelligence Quotient or what we usually call IQ is an indicator to measure a person's intelligence. Intelligence in question, namely intelligence that is formed from the process of learning and life experiences. IQ describes a person's ability to think, remember, understand, evaluate, and act in a directed manner. Usually, IQ has a close relationship with intellect, logic, and analytical skills. In the context above, it describes 3 Psychologists from Lund University who gave a short IQ test in their research.

**Data 67/ABR-IN/7Feb**

"A 7.8 magnitude earthquake hit Turkey and Syria on Monday— one of the strongest in the region in more than 100 years. The evacuation process is still ongoing, and **WHO** predicts more than 20,000 casualties because of this earthquake. As of Tuesday (7/2), there are more than 4,800

casualties in Turkey and Syria, and the number keeps increasing. Let's all pray for Turkey and Syria during this hard time." 🥀 🤍

The abbreviation WHO is the World Health Organization which is the World Health Organization under the auspices of the United Nations (UN) or PBB. This organization has the responsibility to provide directions and policies in handling world public health. The caption above explains that WHO estimates that more than 20,000 casualties because of the earthquake that hit Turkey and Syria.

**Data 73/ABR-IN/9Feb**

"Don't get PHP again this year because there is a new mode of bank fraud. Usually, the victim is contacted by someone who claims to be a Halo BCA officer. Then the perpetrator performs social engineering on the victim with fun or panic-inducing information. Then they will send a link that looks like KlikBCA Bisnis and directs the victim to fill in personal data such as User ID, Corporate ID, KeyBCA token response, and other banking personal data on the fake "KlikBCA Bisnis." So, please always double-check and keep personal data, such as ATM, PIN, **OTP**, User ID and Corporate ID, KeyBCA token response confidential. If there is anything suspicious, report it immediately to Halo BCA at 1500888 or the official WhatsApp Bank BCA number is 08111500998."

OTP is an abbreviation for One Time Password. OTP is a secret code that is often found on the internet, especially when you make transactions online. OTP is a security code for making transactions through Two-Factor-Authentication. The caption context above provides information for BCA users to always maintain the confidentiality of personal data such as your ATM, PIN, OTP, and User ID.

**Data 76/ABR-EV/9Feb**

"**CEO** of Disney Bob Iger announced that the animated sequels to Frozen, Toy Story and Zootopia are coming soon. Frozen was first released in 2013, and the sequel Frozen 2 was released in 2019. Meanwhile, Toy Story, which has been released since 1995, has presented 4 sequels. Each was released in 1995, 1999, 2010 and 2011. On the other hand, Zootopia was first released in 2016. Who's excited?" 🙆‍♀️ 🙆‍♂️

CEO is short for Chief Executive officer, which is the highest position in a company. The CEO is responsible for making various decisions for the sustainability of the company, and not only that, a CEO will also be responsible for handling the company's operations. In the context of the caption above, the CEO of Disney announced that they would present several sequels to their animated films.

**Data 103/ABR-EV/2Mar**

"Do you have an uncertain mood like the waves? Don't worry because Philips Smart **LED** Connected by WiZ lights are ready to accompany you in every mood. It's practical, sophisticated, and easy to install and set up; that will never disappoint you. Moreover, you can install colorful lights according to what you are feeling. So what are you waiting for? Experience your every moment to the fullest with Philips, the expert in lighting products @philipslightingid."

LED is short for Light Emitting Diode, and is a semi-conductor device capable of converting electrical energy into light. The context of the caption above is an advertisement from Philips which introduces their new product, namely Philips Smart LED.

**Data 120/ABR-IN/17Mar**

# Tamaddun LIFE

JURNAL BAHASA, SASTRA DAN BUDAYA

"@claurakiehl was taking the KRL from St. Tanah Abang to encourage everyone to #StandUP against sexual harassment in public spaces. This campaign came from a collaboration between @lorealparis with @jaklingkoindonesia and all the public transportation KAI Commuter, KAI, Transjakarta, **MRT**, and **LRT**. Also, Supported by the governor of DKI Jakarta, the Ministry of Transportation, and The Ministry of Women Empowerment and Child Protection."

#LorealparisID #WESTANDUPID #Jaklingkoindonesia

MRT has the abbreviation Mass Rapid Transit while LRT is Light Rail Transit. Both of these are types of land public transportation which of course have differences. From the context of the caption above, an artist invites everyone to have the courage to stand up against sexual harassment in public spaces such as several public transportations, one of which is the MRT and LRT.

## 5. Clipping

Clipping in word formation is the process of forming words by cutting parts of the word itself. Clipping is also defined as the process of forming words that come from words that have more than one syllable that gets the process of cutting words at the beginning or end.

**Data 28/CL-EV/18Jan**

"Meet Nono, an 8 years old math genius from NTT who successfully won first place at an international mathematics competition against 7000 contestants all over the world. The Abacus Brain Gym (ABG) International Mathematics Competition is a math competition for all ABG students all over the world, and Nono took part in this competition from January to December 2022. Congratulations Nono, what an inspiration." ♥🫶

The word "Math" is the result of a word formation process which previously came from a word with more than one syllable, namely Mathematics. Mathematics is the science of logic regarding shape, arrangement of quantities, and concepts related to one another in large numbers. In the context of the caption above, it introduces an 8 year old boy from NTT who is very genius in mathematics and has won first place in the International Mathematics Competition.

**Data 71/CL-MD/8Feb**

"Our nation's iconic @alditaher.official came to our set and performed "Stand by Me" by a legendary English rock band 'Oasis'. Don't forget to come to Festival Pesta Rakyart on March 18-19th, **cuz** you might be seeing Aldi Taher's performance too. You definitely don't wanna miss this out." 😂😂

The word "cuz" is another form of the word that comes from the word "Because". The context of the caption above shows that an artist named Alditaher will perform a song sung by the legendary rock band at the Festival Pesta Rakyat which will be held on March 18-19.

## 6. Synecdoche

Synecdecho Is a word or term that is used to represent all things.

**Data 10/SYN-EV/5Jan**

"An Indonesian Youtuber uploaded a video of her family riding a jetski with a 5 months old baby without any protective gear. Later, it got the attention of netizens on social media who showed some concerns, deeming it unsafe for the baby. The Youtuber has apologized ever since through her social media account."

Netizens are literally translated from Indonesian as "warganet" or "warga internet" or a term for people who actively use the internet. This netizen does not have a clear self-identity, but the

opinions or opinions he makes can influence the public. The context of the caption above shows a Youtuber who uploaded a video on a jetski while carrying a 5 month old baby without protection. This has caught the attention of netizens on social media.

**Data 15/SYN-IN/7Jan**

"The Media Production study program, a Vocational Education Program at the University of Indonesia (UI), applies comics courses in its curriculum. This comic subject application is intended so that Vocational UI can participate in building a comic industry with high potential in Indonesia. Moreover, Indonesia is in the third position with the most access to **manga** on MANGA Plus. Respect." 👏🏻👏🏻

Manga is a Japanese term for designations that refer to comic books or graphic novels originating from Japan. The context of the caption above is that the University of Indonesia is implementing a new course in its curriculum, namely the application of comic lessons. This is intended so that UI vocations can drop and build the comic industry in Indonesia.

**7. Idiom**

Idiom is a phrase whose meaning is not obvious from the common readings of its constituent parts.

**Data 113/IDM-IN/14Mar**

"Menteri Koperasi dan UKM (MenKopUKM) Teten Masduki firmly rejected imported **thrifting** products because they were considered a threat to the UMKM lokal. Teten assesses that importing used and illegal textile products is not in line with the Government's efforts to encourage the consumption of local products through the " Bangga Buatan Indonesia" National Movement. He also stressed that besides threatening the business continuity of UMKM actors, the import of used goods is prohibited in the Peraturan Menteri Perdagangan (Permendag) No 40/2022 tentang Barang Dilarang Ekspor dan Barang Dilarang Impor. Furthermore, imported **thrifting** products or illegal goods that do not pay duties and excise cause state losses. What do you think? 🫢🫢 "

Thrifting is the activity of shopping for used clothes with the aim of reusing them. This term comes from the English word "thrift". The context of the caption above shows the Minister of Cooperatives and SMEs (MenKopUKM) Teten Masduki strictly prohibits and rejects thrifting products that enter Indonesia and then be traded, because it will threaten the sustainability of the business of UMKM actors.

**Data 122/IDM-MD/17Mar**

"Who here are fans of Sherina Munaf in "Petualangan Sherina," released in 2000? Time flies so fast that it's hard to believe "Petualangan Sherina 2" is going to be released in cinemas this year. Can anyone guess what will happen on "Petualangan Sherina 2" based on the clue we got for you?" 💓🤍🤍

The phrase "time flies". This idiom has the meaning, time is running fast. You can use it when you want to express your opinion about time that doesn't feel like it has passed quickly. The context in the caption above shows that time flies so fast until the film "Petualangan Sherina" which was released in 2000 will have a second film, namely "Petualangan Sherina 2" which will be released in theaters this year.

**Data 126/IDM-IN/20Mar**

"Based on a survey by the dating site SeekingArrangement, Indonesia has the second most **sugar daddies** in Asia, with over 60,000 men. In the first place, India has as many as 338,000

sugar daddies. The dating site explains there are so many sugar daddies because of the high cost of education and the gap between rich and poor people. What do you think?" 🫣 🫣 🙄

Sugar Daddy is a term for a rich adult man who spends his money by spending various things for his mistress. The lover or mistress is usually much younger. Based on the context of the caption above, it shows the results of a survey from the dating site Seeking Arrangement that Indonesia has the second most sugar daddies in Asia before India is at the first level with 338,000 sugar daddies, while in Indonesia there are more than 60,000 sugar daddies.

**Data 127/IDM-IN/23Mar**

"Kevin Sanjaya and Valencia Tanoesoedibjo officially **tied the knots** today at Le Meurice, Paris. Congratulations to the newlyweds!" 😍 ❤️ 🤍 🤍 💍 💍 🫶 🫶 🫶

The idiom "tie the knot" means getting married. Usually we are familiar with the words marry or get married which are related to marriage, now the idiom tie the knot can be used as an option to express the word married. from the context of the caption above it informs that Kevin Sanjaya has officially married his girlfriend Valencia Tanoesoedibjo at Le Meurice, Paris.

## 8. Borrowing

Borrowing is a translation technique and the translator borrows words or expressions from the source language.

**Data 20/BR-MD/13Jan**

"The Satanic Temple (TST) will hold the largest gathering of devoted worshipers in history, titled "SatanCon," in the City of Boston, United States of America (USA), April 28-30, 2023. However, TST insists that they do not really believe in **Satan**. This group claims not to view Satan as an evil figure but rather as a figure who dares to question authority. They wrote that the mission of the satanic temple was to encourage benevolence and empathy, reject tyrannical power, advocate practical common sense, oppose injustice, and undertake noble pursuits. What do you think?" 🫣 🫣

The context of the caption above is that the word Satan is used to refer to The Satanic Temple (TST) group which will hold the largest gathering of loyal Satanists. This meeting has the aim to show that this group does not view Satan as an evil figure. The word "satan" comes from Arabic, namely syaithan with the meaning of 'away'. Named satan because he is far from the truth.

**Data 83/BR-EV/17Feb**

"The Majelis Ulama Indonesia (MUI) has issued a fatwa regarding the halalness of Mixue Ice Cream & Tea products during a fatwa meeting held on Wednesday (15/2/2023) afternoon. Chairman of the MUI for Fatwa, KH Asrorun Niam Sholeh, said that the Mixue product was by **halal** products. The ingredients come from pure products, and the process is guaranteed. This MUI Halal regulation covers all outlets and menus. So now you can buy Mixue without any worry." 🫶 🫶

The word "halal" comes from Arabic which means "to release" and "not to be bound". Etymologically, halal means things that are permissible because they are free or not related to provisions that prohibit it. In the context of the caption above, it explains that the Majelis Ulama Indonesia (MUI) has issued a halal certificate for Mixue products. The ingredients used in Mixue products are pure and the process is guaranteed to be hygienic. This halal regulation covers all Mixue menus and outlets in Indonesia.

**Data 125/BR-EV/18Mar**

"What is your most GASABAR thing lately? Is it GASABAR to go around buying takjil during iftar with your loved one? As for @bliblidotcom they're super excited to welcoming ramadhan so they tweeted Hari Raya celebration month ahead."

The meaning of iftar in Islam is a word of Arabic origin. Then, this term was absorbed into Indonesian and has been included in the Kamus Besar Bahasa Indonesia (KBBI). When referring to KBBI, iftar means 'breaking the fast'. The word iftar comes from the Arabic "aftara" and "fatara". Which means 'breaking the fast'. This explains that the meaning of iftar is breaking the fast. This is a sign of the end of fasting and entering the time of breaking the fast. Based on the context of the caption above, it shows an advertisement from @bliblidotcom who is very excited to welcome the upcoming month of Ramadan and impatience to go around buying takjil or (food) to break the fast with loved ones.

### 9. Reduplication
Reduplication is a word or lexeme (such as mama) that contains two identical or very similar parts.
**Data 9/RD-IN/4Jan**
"The newly popular game '**lato-lato**' is forbidden in Pesisir Barat, Lampung schools by Dinas Pendidikan through surat edaran no. 420/13/IV.01/2023. Edwin Burta, Kepala Dinas Pendidikan Kab. Pesisir Barat, explained that this decision was made so students can focus on learning and paying attention during the day. What do you think?" 🧐 🧐

The context of the caption above explains that Lato-Lato toys are prohibited in Pesisir Barat schools, Lampung by the Education Office. The reason is that students focus on learning because the sound of lato-lato when played makes a loud sound and is also very disturbing to many people. Lato-lato is a toy in the form of two plastic balls with a hard solid weight and a smooth surface tied together by a string with a finger ring in the middle. This toy is a type of dexterity game by relying on physical skills.

**Data 92/RD-MD/26Feb**
"A Singaporean media, The Strait Times mistakenly used a picture of David Gadgetin instead of Crystalino David Ozora to cover the news of his assault. This photo specifically, has been everywhere on the internet for a few days now as a meme, and unfortunately The Strait Times picked the wrong photo for their article. Now, The Strait Times has taken down the photo of David Gadgetin from their article."

Meme is a cultural element or system that contains behavior that is usually shared by many people because it has a context that is considered representative. In the context of the caption above, Media Singapore, which mistakenly put a photo of David Gadgetin as one of their stories, has been spreading on the Internet for several days. And now the photo has been used as a meme by some internet users.

### 10. Omission
This entails omitting the letters of forbidden words following the beginning. For example of typing is using the letter F for having sex or the letter S for shit.
**Data 110/OM-IN/11Mar**
"Blackpink perfomed "K*ll This Love" at GBK this night. Super excited!"

Omission is the omission of a word element that should be present in a piece of writing. The phrase "Kill this love" was considered rude so @Folkative removed one of the elements from the phrase to "K*ll this love". Based on the context of the caption above, the girl band from South Korea performed the song 'Kill this love' during a concert at GBK, Indonesia.

## A. Function of Euphemism

Based on the table above the researcher found 129 data with 3 functions of euphemism in the captions of Folkative Instagram account, there are Informs 60%; Evaluates 23%; and Modalizes 17%.

The function of euphemism is supported by the theory from Rusman (2000) stated that there were 4 functions of euphemism: Informs, Evaluates, Modalizes, and Organizes. Based on the data found above, there are several functions of euphemism found in the Captions of Folkative Instagram account such as:

### 1. Informs

Informs, which indicates that euphemisms serve to convey new information. It is what a specific sentence or set of sentences means to say or portray.

**Data 6/ABR-IN/3Jan**

"Indonesian national team coach Shin Tae-Yong was very disappointed because his team only won with a score of 2-1 over the Philippines in the final Group A 2022 AFF Cup match at the Rizal Memorial Stadium, Manila, Monday night. The South Korean tactician was furious because his team could not score any additional goals from the many opportunities. But apart from that, Indonesia still joins the semifinals of the AFF Cup 2022."

Based on the caption above, the type of Euphemism function found is Informs. The writer would like to inform that the disappointment of the Indonesian National Team coach with the score obtained from Indonesia's victory was only 2-1 from the many opportunities.

### 2. Evaluates

Evaluates, it means to express a writer's attitude or opinion in a news phrase. It creates a concept of the quantity, number, or value. It's a commentary of sorts.

**Data 16/ABR-EV/10Jan**

"The Provincial Government of DKI Jakarta plans to implement an Electronic Road Pricing (ERP) policy on some roads to reduce congestion. For the fare, the Dinas Perhubungan DKI Jakarta proposes around IDR 5,000 to IDR 19,900 for one trip. The Provincial Government of DKI in the Raperda lists 25 road segments that ERP will implement. The implementation of this paid road will be carried out every day from 05.00-22.000 WIB. Even so, it is not yet precisely when this policy will be executed. What do you think?" 🫢

The function of the caption above is to evaluate. The author would like to express his opinion that the policy designed by the DKI Jakarta Provincial government regarding Electronic Road Pricing (ERP) on several roads can reduce congestion, but the tariff fee charged is around Rp. 5,000 to Rp. 19,900 and will be implemented in 25 roads in DKI. Jakarta. But this policy is still no certainty.

### 3. Modalizes

Modalizes, which refers to a writer's attitude toward the truthfulness of his or her speech or writing,

**Data 30/IDM-MD/19Jan**

"A billboard thanking the Mayor of Depok, Mohammad Idris, which was previously around the Dewi Sartika Underpass on the edge of Jalan Raya Margonda Raya, Depok, has now been removed. According to Kompas.com, a resident stated that the billboards were there from Sunday (15/1) to Wednesday (18/1). Presumably, the billboard was removed on Thursday at midnight because he still saw the billboard on Wednesday night. It is not yet known who put up the thank-you billboard. Meanwhile, on Tuesday (17/1), the Depok City Government inaugurated the Dewi Sartika Underpass project, which West Java Governor Ridwan Kamil also attended. What do you think?" 🙄 🙄

The purpose of the caption above, in terms of the function of the euphemism, is to modalize. It expresses the author's perspective or attitude about the truth of what he wrote or said. Folkative said that the residents did not know who put up the billboards to thank the mayor of Depok.

**Discussion**

The findings of this study provide a comprehensive analysis of euphemisms used in the captions of the Folkative Instagram account from January to March 2023. The analysis reveals significant insights into the types and functions of euphemisms, contributing to our understanding of language use in social media contexts.

The study identified ten types of euphemisms used in the Folkative Instagram captions: Metaphor, Litotes, Acronyms, Abbreviations, Clipping, Synecdoche, Idioms, Borrowing, Reduplication, and Omission. Among these, Abbreviations (47%) and Acronyms (16%) were the most frequently used types. This prevalence indicates a tendency towards brevity and clarity in social media communication, where space and attention span are limited. The use of abbreviations and acronyms allows for concise expression while maintaining politeness and avoiding potentially offensive language.

The frequent use of idioms (13%) and metaphors (2%) reflects the creative and expressive nature of Instagram captions, aiming to engage the audience through familiar and relatable language. The presence of less common types such as Synecdoche (3%) and Reduplication (2%) further illustrates the diversity of linguistic strategies employed by the Folkative account to maintain interest and convey messages effectively.

The analysis of the functions of euphemisms revealed three main purposes: Informing (60%), Evaluating (23%), and Modalizing (17%). The predominant function of informing indicates that the primary goal of the Folkative captions is to convey new information or updates to their audience. This aligns with the nature of Instagram as a platform for sharing news, personal stories, and promotional content. The evaluative function (23%) suggests that the captions often include the author's opinions or assessments, adding a subjective layer to the information presented. This evaluative aspect helps to engage the audience by providing perspectives and fostering discussions. The modalizing function (17%) reflects the authors' attitudes towards the truthfulness or certainty of their statements, adding nuance to the communication and indicating a level of caution or probability.

The findings of this study have several implications for understanding language use on social media. Firstly, the prevalence of euphemisms, particularly abbreviations and acronyms, underscores the need for brevity and clarity in digital communication. As social media continues to grow as a primary mode of interaction, understanding these linguistic strategies becomes increasingly important for effective communication. Secondly, the study highlights the role of

euphemisms in maintaining politeness and avoiding taboo topics in public discourse. This is particularly relevant for brands and public figures who need to navigate sensitive subjects while maintaining a positive image. Lastly, the diversity of euphemism types and functions reflects the dynamic and adaptive nature of language in digital contexts. Social media users, including brands like Folkative, continuously innovate and adapt their language use to engage their audience effectively.

**CONCLUSION**

The researcher makes the conclusion that the caption of the Folkative Instagram account in January-March 2023. Folkative is an online media platform that can be enjoyed by all people, especially millennials. This Folkative is very focused in terms of information that will be provided to young people and also almost everyone uses social media, especially Instagram. Folkative's Instagram account has 4.7 million followers, Folkative shares information about creative culture that targets millennials, Indonesian pop culture content, arts, news, culture, and brands that are currently in high demand. In this analysis the researcher makes the conclusion that the caption of the Folkative Instagram account contains euphemism.

The researcher found the caption of the Folkative Instagram account used 10 of the thirteen types of euphemism namely;  Metaphor, Hyperbole, Litotes, Acronyms, Abbreviations, Clipping, Circumlocution, Synecdoche, Idioms, Borrowing, Reduplication, Metonymy and Omissions. Based on the findings, the types of euphemisms most used by Folkative Instagram accounts are Abbreviations (47%) and Acronyms (16%). The Folkative Instagram account caption uses abbreviations and acronyms to shorten and refine the text conveyed, so that Instagram users understand the intent conveyed by the Folkative Instagram account.

In the function of euphemism the researcher found 3 function there are four function of euphemism Informs, Evaluates, Modalizes, and Organizes. Based on the analysis of the euphemism function found by researchers, Informs (60%) is the most widely used euphemism function by Folkative Instagram accounts. Because the function of Instagram captions is to explain and inform for Instagram users about what happens to an image or video that they upload on their Instagram page. So people who write captions on Instagram can use euphemisms to be direct in order to prevent misunderstandings.

Based on the conclusions above, there are several suggestions related to this analysis that has been carried out by researchers. It is hoped that these suggestions will be useful for teachers, students, future researchers, and readers. It is hoped that the results of this study can be used as input for teachers to teach additional material in linguistics. Students must be more serious in studying linguistics because linguistics is the most important part in learning language especially Euphemism. Because by learning Euphemism students can use more polite language to use in communicating with many people. The researcher hopes this thesis can be useful for readers not only to linguistic field but for other fields that can be used as research objects. And the researcher hopes this thesis will be useful for many people and can be a reference for many students.

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