

## DYSPHEMISM USED IN *PROHABA* NEWSPAPER

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### ABSTRACT

The unique use of language plays an important role in media, especially for the journalist business like newspapers. As a strategy to develop journalistic business, many mass media work hard to attract the reader's attention, such as the use of language style of dysphemism. This research aimed at finding out the types of dysphemism and its function contained in *Prohaba Newspaper*, a daily newspaper published in Banda Aceh. In this qualitative research, the data were obtained from the newspaper published in June-December Edition 2018. The data were analyzed and categorized based on the types of dysphemism proposed by Warren (1992) and its functions by Allan and Burridge (2006). It was found that *Prohaba* contains the five types of dysphemism with their own functions. Out of 26 dysphemism, the most dominant dysphemism type, 14 cases, that was found in this research was dysphemism with the function to insult. Term of insult or disrespect type was found in three pieces of news which compared people to animals. Furthermore, taboo terms were used in other three pieces of news, and the last three of news used euphemistic dysphemism type.

**Keywords:** *dysphemism, types of dysphemism, Prohaba newspaper.*

### INTRODUCTION

The unique use of language plays an important role in media, especially for the journalist business such as newspapers. Bell (1991) stated that the news media use language to mirror the wider society. It means that language use in newspapers is the reflection of the language in its society. The creation of news language is often based on the

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journalist as a 'creator of language'. Thus, it is common to find the different linguistic choices in newspapers (Bell, 1991).

Nowadays, as development of journalistic business, many mass media work hard to attract readers as many as possible. They try to do everything to increase their publication quality. One of the efforts that they do in attracting readers is the way of using language in writing articles. One of the language styles often used in newspapers is dysphemism.

According to Allan and Burridge (2006), dysphemism is an expression with connotations that are offensive either about the denotation or the audience. It is used to talk about one's opponents, things one wishes to show disapproval of and things one wishes to downgrade. It means that dysphemism is used to express the distasteful feeling toward something.

Smith (2003, p. 3) revealed that dysphemism is a statement that functions to make something sound worse or more serious than the reality, thus opposing euphemism. In the other words, the effects arising from the use of dysphemism in the community make something that is reported sound worse. In addition, the use of dysphemism can change the mindset of society, such as attracting sympathy and even influencing society's perspective, while in relation to politeness in language, the effect of using dysphemism makes the pattern of language speaking become rude.

The essence of using dysphemism in newspapers is an effort to replace words that are positive or neutral with other words rated as having a rough or negative taste. Besides function to market, dysphemism is also used to give pressure but without feeling rough. Chaer (2007, p. 315) added that dysphemism is intentionally done to achieve the effect of the conversation being assertive. This will automatically affect the usage of the word or other linguistic forms. In addition, the use of dysphemism stems from certain trends when viewed from the value of taste, such as the feeling of creepy, horrible, frightening, disgusting, and strengthening. *Prohaba* contains dysphemism in its articles.

Daily *Prohaba* is one of the newspapers that is under the auspices of the Serambi Group in Aceh province of Indonesia. *Prohaba* is 12 pages daily and always reduces the exclusive news with firm independence without being contaminated with certain business or political interests. Dewi (2013, p. 4) said that *Prohaba* brings the concept of easy reading with the crime news theme with the hope of information

that can be easy, fast and fun to be followed by readers. One of the interesting things in *Prohaba* is the use of dysphemism in order to show the style of writing the news.

The previous research on the analysis of dysphemism in the newspaper has been conducted by some other researchers. Almuqontirin (2013), in his study, found that some types of dysphemism used in a newspaper are based on words and phrases, and based on the value of feeling, such as terrible, frightening, rude or impolite, and porn or vulgar, synonym and strengthening; and shape the use of synonym dysphemism in the form of usage word dysphemism which is synonymous with words, a form of dysphemism in the form of phrases with phrases.

In addition, Dhika (2013) found some types of dysphemism used in his study which are dysphemistic epithets on a real physical characteristic, terms of insult or disrespect, people-animal comparison, taboo terms used as insult, epithets and expletives, profane swearing and profane oaths, dysphemism function as an insult and euphemistic dysphemism.

Based on the previous studies explained above, the researchers wanted to conduct the same research. The difference of this research is that the researchers wanted to investigate the types of dysphemism proposed by Warren (1992) used in *Prohaba* and also the function of dysphemism used in this newspaper.

## LITERATURE REVIEW

### Dysphemism

According to Cuddon (1979), the word dysphemism comes from the Greek “dys” which means “non or miss”, and “pHEME” which means “speech or reputation”. Dysphemism may be either offensive or merely humorously deprecating and it is related to “blasphemy” but it is less focused in scope, and therefore not directly synonymous. He added that in slang the phenomenon of dysphemism appears where a relatively neutral word is replaced with a harsher or more offensive one, such as calling a “cemetery”, a “bone yard”.

In addition, dysphemism is an expression with connotations that are offensive either about the denotatum or the audience, or both and it is substituted for a neutral or euphemistic expression for just that reason (Allan & Burridge, 2006).

In short, based on some of the explanation above, it can be said that dysphemism is one type of speech that has the value of impolite or taboo

speech or sentences that are ugly, obscene, and blasphemous, expressions that are biased, hurting, and offensive, words that are rude, emotional, arousing the negative emotions of those who hear. Dysphemism is not always related to negative things, but it is also positive if it is used to attract public attention.

### **Types of Dysphemism**

Dysphemism has been categorised in several types. Warren (1992) explained that there are some types of dysphemism:

#### **1. Dysphemistic Epithets on Real Physical Characteristic**

Warren (1992) mentioned that certain insults use dysphemistic epithets that pick on real physical characteristics that are treated as though they are abnormalities: Fatty!, Baldy!, four-eyes!, shortarse!. Epithets like this merge into racist dysphemism, and dysphemism epithets are based on behaviors that speakers disapprove of, such as homosexuality. Terms like cripple, paraplegic, etc. are normally ascribed to someone who has been physically inept in some way or another, similar to a question like *Are you blind?*, which can be dysphemistic about someone's visual perceptiveness. It can be assumed that in this type, someone used dysphemism to insult the real physical characteristic of something.

#### **2. Terms of Insult or Disrespect**

Allan and Burrige (2006) explained that an insult is an expression or statement (or sometimes behavior) which is disrespectful or scornful. Insults may be intentional or accidental. An insult may be factual, but at the same time pejorative, such as the word "inbred". In addition, Gabriel (1998) said that insults include behavior or discourse, oral or written, which is perceived, experienced, constructed, and at times intended as slighting, humiliating, or offensive.

#### **3. Comparison People with Animal**

According to Allan, Capone and Kecskes (2016), the comparison is a rhetorical or literary device in which a writer compares or contrasts two people, places, things, or ideas. In our everyday life, we compare people and things to express ourselves vividly. Thus, when we say, someone is "as lazy as a snail", you compare two different entities to show similarity i.e. someone's laziness to the slow pace of a snail. Comparisons occur in literary works frequently. Writers and poets use comparison in order to

link their feelings about a thing to something readers can understand. There are numerous devices in literature that compare two different things to show the similarity between them. Comparison of people with animals are conventionally ascribed certain behavior and considered to have negative behaviour, e.g. calling someone with the name 'pig' because it is not polite, 'snake' because of cunning or untrustworthy, 'crocodile' because of toying with women, 'donkeys' because of stupid, 'buffalo' because of being lazy.

#### **4. Taboo Terms used as Insult**

Karjalainen (2002) mentioned that taboo terms are used to hurt, mock, give nickname, or curse, organ example body that causes lust, or used to urinate and defecation, activities which include the organ above, the substance which is produced by the organs above, death, disease, food and smell, nickname or greeting (Godhead, kinship, animal). Anderson (1999) in Karjalainen (2002, p.17) added that, in Western culture, taboo terms are usually obtained from things as follows: religion, physical and mental disability, prostitution, narcotics and crime. Furthermore, the taboo is generally used to describe something which is "unmentionable" in the sense that it is "ineffably sacred" or "unspeakably vile" (Hughes, 2006). In the context of this research, taboo refers to anything or any activity which is considered not appropriate to reveal in front of the public.

#### **5. Epithets and Expletives**

Keraf (2008, p. 141) stated that epithet is a trait or special characteristic of a person about a thing. Epithet is a reference that states a specific trait or characteristic of a person or a thing. An epithet is an adjective or short phrase which is used as a way of criticizing or praising someone.

#### **6. Profane Swearing and Profane Oaths**

According to Allan (2001), swear word is something to insult and deprecate the object of abuse, as well as to use other kinds of dysphemism. It means that swearing is something that aims to scoff and insult others with the rude word. The original meaning of the verb swear is to take an oath; make a solemn declaration, statement, affirmation, promise or undertaking; often in the eyes of God or in relation to some sacred object so that the swearer is, by implication, put in grave danger if found to be lying, e.g. I swear by Almighty God to tell the truth. The

noun oath ‘the act of swearing’ is the nominal counterpart of the verb swears. These original meanings (‘make a solemn declaration’ etc.) still obtain, alongside, those of profane swearing and profane oaths.

## **7. Dysphemism Function as Insult**

Insult is dysphemistic (Allan & Burridge, 2006). To set the ball rolling, they define insult in terms of the verb from which nominal and adjectival senses can readily be derived: to assail with offensively dishonouring or contemptuous speech or action; to treat with scornful abuse or offensive disrespect; to offer indignity to; to affront, outrage – perhaps by manifest arrogance, scorn, contempt, or insolence. According to Gabriel (1998), insults include behavior or discourse, oral or written, which is perceived, experienced, constructed, and at times intended as slighting, humiliating, or offensive.

## **8. Euphemistic Dysphemism**

Warren (1992) said that euphemistic dysphemism is the terms that show ridicule or disrespect that uses an insulting tone to the character of the intended person, for example, bitches and losers. On different communicative occasions people are bound emotionally by various circumstances and tend to choose between ‘sweet-talking’ terms, those of a more offensive nature, or – circumstances permitting – they try to remain neutral.

From all of the types of dysphemism explained by the experts above, the writer used the types of dysphemism purposed by Warren (1992).

## **The Functions of Dysphemism**

Dysphemism expression also has its own function whether oral or written. The function is used to show what aspeaker and a writer want to tell to hearers or readers.

Based on the dysphemism function purposed by Allan and Burridge (2006), there are seven functions of dysphemism, namely: dysphemism used to humiliate others, to characterize an identity of a group, to show anger, to emphasize something or some condition, to state and represent a very bad thing or condition, to show closeness in friendship, and to express astonishment or amazement.

The first function is dysphemism used to humiliate others. Humiliate means putting someone down. There are many reasons behind one’s humiliating others, one of which is self-protection. People act as if they were superior by humiliating others. It also could be satisfaction for

someone to see the others downgraded because they are basically being mean.

The second function is dysphemism used to characterize the identity of a group. Sometimes people are using dysphemism with no intention or specific purpose.

Then, the third function is dysphemism used to show anger. It cannot be avoided that people would do anything to harm and be rude when they are angry. Not only in the way they act or do something, but also anger can be expressed in someone's way of speaking and writing. It is identified by the use of a high tone or even word choice of dysphemisms when someone is speaking and writing to the others.

Furthermore, the fourth function is dysphemism used to emphasize something or some condition. The use of dysphemism as emphasis on something or some condition is similar to the use of an adverb. They are usually followed by a noun because the function is to modify the noun. The characters like the prisoners often use dysphemism as adverb because it is usual for them to say the bad words.

The next function is dysphemism used to state and represent a very bad thing or condition. If the previous function of dysphemism is used as an adverb, in this point dysphemism is used as a noun and adjective because it is used to state and represent a very bad thing or condition.

In addition, dysphemism is also used to show closeness in friendship. Not only used for humiliating the others or someone disliked, dysphemism also can be used as a friendly calling for a close friend. However, the use of dysphemism with this function is rarely found.

The last is dysphemism used to express astonishment or amazement. Dysphemism is not only used to convey a bad purpose or taboo things, but it also can be used to convey a good thing like to show astonishment or amazement over something.

Karsana (2015, p. 149) stated that the dysphemism function in language is as a tool for expressing emotions which include anger or resentment, humiliation or condescension of others, surprise, sense of humor, and threat or warning. Literally, someone can express anger. It can be identified by word choice that writers use in the article. Furthermore, there are many reasons behind one's humiliating others, one of which is self-protection.

In particular, Laili (2005) explained that the function of using dysphemism can be distinguished as follows: to hurt the intended person, accuse or sue, reject or deny of someone or something, promise or oath, criticize, give questions, condemn or curse, convince address,

and express indifference, and defiance. It can be concluded that some functions of using dysphemism is crude, disrespectful, and defaming of listeners, both the intended person and the third party as people who hear and are involved in communication. However, that is necessary underlined again to use dysphemism depending on context, time, and place of communication process.

The description above illustrates that dysphemism has a positive and negative function. Dysphemism functions positively when used to attract person's attention. Conversely, the function of dysphemism becomes negative when used for showing disrespect, aggressive or provocative nature. This can also be used to curse, insult, or offend other people. Both functions will be investigated in this study.

## **RESEARCH METHODOLOGY**

### **Research Instrument**

Regarding the research instrument in this study, the researchers used documentation as the instrument in collecting the data. Document analysis is a form of qualitative research in which they are interpreted by the researchers to give voice and meaning around an assessment topic (Bowen, 2009). Bowen adds that document analysis is an efficient and effective way of gathering data because they are manageable and practical resources. Documents are commonplace and come in a variety of forms, making documents a very accessible and reliable source of data. Obtaining and analysing documents is often far more cost-efficient and time efficient than conducting your own research or experiments (Bowen, 2009). The document of this research is Aceh local newspaper, *Prohaba*.

### **Technique of Data Collection**

For the purpose of this research, the data were collected by using a document analysis method. Bowen (2009, p. 27) stated that document analysis is "*a systematic procedure for reviewing or evaluating document printed electronic material*". It means that the data must be examined and interpreted in order to get the meaning, increase understanding, and develop empirical knowledge. For the purpose of this research, the researchers made some steps in collecting the data. These were some procedures done by the researchers. Firstly, the researchers collected the *Prohaba* (June until December 2018 edition). After that, the researchers read it several times to find kinds of

dysphemism used in the text and the kind of dysphemism frequently used in *Prohaba*. Then, the researchers analysed the words of dysphemism based on the theory of dysphemism proposed by Warren (1992). The dysphemism found were based on kinds of articles, crimes, entertainments, and etc. Then, the researchers also tried to identify the functions of dysphemism used in *Prohaba* based on Allan and Burridge (2006).

### Technique of Data Analysis

According to Elo and Kyangas (2007, p. 109), content analysis may be used as an inductive or deductive way. The inductive approach is recommended if there is not enough former knowledge about the phenomenon or if this knowledge is fragmented, while deductive content analysis is often used to retest existing data in a new context. Therefore, the researchers chose an inductive way. Ello and Kyangas (2007, p. 109) said that if the researchers chooses to use an inductive way, the next step is to organize the qualitative data.

In analyzing the data, the researchers followed some steps as mentioned by Elo and Kyangas (2007, p. 109). They are as follows:

1. Open coding: notes and heading were written in the text while doing close reading. The document was read as many as necessary by the researchers. In this study, the researchers used some codes. They were D.DERPC, D.TID, D.CPA, D.TTI, D.EE, D.PSPO, D.DFI, and D.ED. The *D* letter stands for the word ‘data’, and the next letters stand for the types of dysphemism, for instance, D.DERPC stands for dysphemistic epithets on real physical characteristic data. All the codes are explained below.
  - a. D.DERPC : Data of Dysphemism
  - b. D.TID : Data of Terms of Insult or Disrespect
  - c. D.CPA : Data of Comparison People with Animal
  - d. D.TTI : Data of Taboo Terms used as Insult
  - e. D.EE : Data of Epithet and Expletive
  - f. D.PsPo : Data of Profane Swearing and Profane Oats
  - g. D.DFI : Data of Dysphemism function as Insult
  - h. D.ED : Data of Euphemistic Dysphemism
2. Creating categories: in this section, the data were grouped or classified by the researchers in particular groups such as terms of insult or disrespect, taboo term used as insult, and so forth based on

the 8 types of dysphemism proposed by Warren (1992) in order to imply a comparison between the data. The aim of grouping the data is to explain that the data belong to different types of dysphemism in *Prohaba*.

3. **Abstraction:** Abstraction means formulating a general description of the research topic through generating categories. In this step, the researchers described the results of the research and organized it in the form of narration. Some parts of the texts that were related to the types of dysphemism were quoted by the researchers in order to support the explanation of the result.

## RESULT AND DISCUSSION

### Dysphemism in Prohaba Newspaper

The researchers provides the table below to present 26 dysphemism words that were devided into types of dysphemism in *Prohaba*.

**Table 1. List of Dysphemism Types Proposed by Warren (1992)**

| No | Categories of Dysphemism             | Words                                                                                                                 | Found in                                                                                                                                                                                                |
|----|--------------------------------------|-----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | <i>Terms of Insult or Disrespect</i> | <i>Bejat<br/>iblis merah<br/>nyonya tua</i>                                                                           | <i>PH.Ed. July, 2018<br/>PH.Ed. August, 2018<br/>PH.Ed. August, 2018</i>                                                                                                                                |
| 2  | <i>Comparison People with Animal</i> | <i>Kanibal<br/>bangke<br/>mie agam</i>                                                                                | <i>PH.Ed. August, 2018<br/>PH.Ed. August, 2018<br/>PH.Ed. August, 2018</i>                                                                                                                              |
| 3  | <i>Taboo Terms used as Insult</i>    | <i>sodomi,<br/>cabuli<br/>esmenen</i>                                                                                 | <i>PH.Ed. September, 2018<br/>PH.Ed. August, 2018<br/>PH.Ed. August, 2018</i>                                                                                                                           |
| 4  | <i>Dysphemism Function as Insult</i> | <i>mengendus,<br/>digondol,<br/>dicokok,<br/>dijarah,<br/>digelandang,<br/>diringkus,<br/>diterjang,<br/>dibuang,</i> | <i>PH.Ed. October, 2018<br/>PH.Ed. November, 2018<br/>PH.Ed. August, 2018<br/>PH.Ed. August, 2018<br/>PH.Ed. August, 2018<br/>PH.Ed. August, 2018<br/>PH.Ed. Septembert, 2018<br/>PH.Ed. July, 2018</i> |

|   |                                   |                                                                                   |                                                                                                                                       |
|---|-----------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
|   |                                   | <i>dusir,<br/>polisi<br/>gadungan.<br/>permak<br/>lape</i>                        | <i>PH.Ed. December, 2018<br/>PH.Ed. December, 2018<br/>PH.Ed. September, 2018<br/>PH.Ed. July, 2018<br/>PH.Ed. July, 2018</i>         |
| 5 | <i>Euphemistic<br/>Dysphemism</i> | <i>pelacur,<br/>pecundang,<br/>predator,<br/>buron<br/>pembantai,<br/>pelakor</i> | <i>PH.Ed. December, 2018<br/>PH.Ed. August, 2018<br/>PH.Ed. August, 2018<br/>PH.Ed. December, 2018<br/><br/>PH.Ed. December, 2018</i> |

Based on the kinds of dysphemism proposed by Warren (1992), the researchers found that *Prohaba* delivered five types of dysphemism. They were terms of insult or disrespect found in three news, comparison people with animal found in two news, a taboo term used as insult also found in three news, dysphemism function as insult found in 14 news and euphemistic dysphemism also found in four news.

From seven functions of dysphemism proposed by Allan and Burridge (2006), this study found three functions of dysphemism used in *Prohaba*. According to Winsantana (2018), there are many reasons behind one's humiliating others, one of which is self-protection. People act as if they were superior by humiliating others. In *Prohaba*, there were almost all of the types of dysphemism used to humiliate others. Three were some words depicted clearly in *Prohaba* to humiliate others, namely: *bejat*, *iblis merah*, *pecundang*, *nyonya tua*, *digelandang*, *pelacur*, and so on. Those words and phrases can be categorized to the words of dysphemism used to humiliate others, for example, the phrase *nyonya tua* in the sentence '*Nyonya tua di minta ikhlaskan gelarnya yang di cabut*'. From that statement, it can be inferred that the phrase *nyonya tua* used to humiliate someone. In this newspaper, the researchers also found some words or phrases used to show anger in some news titles, such as *Bejat!*, *buron pembantai*, *pecundang*, *iblis merah*, and so forth. Those words can be categorized into words that have a function to show anger when the newspaper editors choose those words, for example, the word *Bejat* in the sentence '*Bejat! Husin rudapakasa mahasiswa*'. From that statement, it can be inferred that the word *bejat* functions to show anger. The editor wants to show the anger to Husin that has a very bad character, so that the editor call him *bejat!*.

From analyzing the data, the researchers also found the dysphemism used to state and represent a very bad thing, such as *digelandang*, *dicokok*, *digasak*, *diseruduk*, and so forth. Those words are categorized as dysphemism used to state and represent a very bad thing or condition, for example, the word *digelandang* in the sentence '*Berondong dan janda digelandang dari rumah kos*'. From this statement, the word '*digelandang*' is used to represent a very bad thing and condition.

## **Discussion**

Based on the data analysis, there are five types of dysphemism found in this study used in *Prohaba* in 2018. From 26 data, the researchers found that all of them used dysphemism in various types. There are some kinds of dysphemism used in *Prohaba*, such as terms of insult or disrespect, comparison of people with animal, a taboo term used as insult, dysphemism function as an insult and euphemistic dysphemism. The findings include the function of dysphemism itself. Also, the reserachers have deduced and explained the type of dysphemism that focuses on how it is formed.

It is found that *Prohaba* contained some dysphemism. There is uniformity between the dysphemism and the types of dysphemism contained in *Prohaba*. Warren (1992) explained that there are eight types of dysphemism, namely: dysphemistic epithets on a real physical characteristic, terms of insult or disrespect, comparison people with animal, taboo terms used as insult, epithets and expletives, profane swearing and profane oaths, dysphemism function as an insult and euphemistic dysphemism.

It was found that *Prohaba* contained many bad and offensive characters used as knowledge by students to sort which news that can be used to take example. Thus, they can avoid the bad character and get the lesson from the *Prohaba*. Bad characters always harm their life.

Karsana (2015, p. 149) stated that the dysphemism function in the language is a tool for expressing emotions which include anger or resentment, humiliation or condescension of others, surprise, sense of humor, and threat or warning. Literally, someone can express anger. It can be identified by word choices that the writer uses in the article. It can be inferred that the functions of dysphemism itself were included in *Prohaba*.

### **The Functions of Dysphemism Used in *Prohaba* Newspaper**

There were three functions of dysphemism found in *Prohaba* that will be explained clearly in the following. First, dysphemism used to humiliate others. According to Winsantana (2018), there are many reasons behind one's humiliating others, one of which is self-protection. People act as if they were superior by humiliating others. In the *Prohaba*, dysphemism was used to humiliate others and it has the highest rate of occurrence. This can be concluded that humiliating someone has been behavior in this newspaper. Allan and Burrridge (2006) said that speakers resort to dysphemism to talk about people and things that frustrate and annoy them that they disapprove of and wish to disparage, humiliate and degrade.

Karsana (2015), Khasan, Sumarwati and Setiawan (2014), and Kurniawati (2011) also found the dysphemism used to humiliate others in their studies. This can be proved that many of dysphemism words are used to show this function, although not all words in the *Prohaba* were meant to humiliate others.

In this newspaper, there were some terms or words that are involved in the title of the news with someone informed in the news which the other person or where they are irritated by the other person's behavior which made them in anger. The function of anger in *Prohaba* can be indicated by the word choice that is used by the editor when expressing the news. There are 5 dysphemisms used to express anger or madness in this *Prohaba*. Namely: *bejat!*, *Iblis merah*, *buron pembantai*, and *nyonya tua*. The explanation can be seen in the D.TID. Not only that, the data of dysphemism function as insult was also used to show the anger, because the *Prohaba* wants to tell the reader the hot issues like in crime news. This finding is in line with Karsana (2015) who stated that literally, someone can express the anger by identifying word choice that a writer uses in the article or a conversation.

Furthermore, in *Prohaba*, the dysphemism was used to state and represent a very bad thing or condition. In the newspaper, there is surely some pieces of the news that represent a very bad thing or condition. This is usually related to a crime or vulgar thing. There are some words of dysphemism found in *Prohaba* that has a function to state and represent a very bad thing or condition, for example, *digelandang*, *dicokok*, *digasak*, *diseruduk*, and so forth. The explanation can be seen in D.DFI. These words represent a very bad thing or condition. When the editor of the newspaper used these words, she/he wanted to tell readers how worst the condition happened at that time. These findings support evidence

from previous observations (Istiana, 2006; Khasan et al. 2014). They found that some dysphemism words in the newspaper are used to state a very bad thing or condition.

In addition, the researchers found that the most functions made by all of the editors using dysphemism in the newspapers were to attract the reader's attention. This function is supported by Iorio (2003, p. 1) who stated that the writer used dysphemism to show a context that can create the power of language. This finding was also reported by Dewi (2013), Istiana (2006), Khasan et al. (2014) who stated that the function of dysphemism used in the newspaper is to attract the reader's attention. This is done by exaggerating the news to become something that provokes the readers' curiosity. This function becomes especially used in the newspaper. The data can be seen in the D.DFI such as '*mengendus*', '*digelandang*', '*diterjang*', and so on. The word *mengendus* is commonly done by animals while the word *dicurigai* is commonly done by humans. This irregularity makes readers interested in knowing more about what the word *mengendus* mean.

## **CONCLUSION AND SUGGESTION**

This research investigated the types of dysphemism used in *Prohaba* and their functions in June- December edition 2018. Based on data analysis and discussion in preceeding section, the researchers can conclude that there were five types of dysphemism found in this study. Moreover, from 26 data, the researchers found that all of them use dysphemism in various types. There were five types of dysphemism used in *Prohaba* namely: terms of insult or disrespect, comparison of people with animal, a taboo term used as an insult, dysphemism function as insult and euphemistic dysphemism. The most dominant dysphemism types found in this research was dysphemism function as an insult. Out of 26 dysphemisms words, 14 of dysphemisms used dysphemism function as an insult, term of insult or disrespect types found in three news, and comparison people with animal in three pieces of news, taboo terms used in three pieces of news, and in euphemistic dysphemism types in the other three.

Each type of dysphemism employed in the *Prohaba* has its own functions. The functions of the term of insult or disrespect, taboo term used as an insult, and dysphemism function as insults were used to humiliate someone or something. Thus, a term of insult or disrespects were used to show the anger and threat or warning someone.

Dysphemism function as insult was also used to show anger. Moreover, euphemistic dysphemism had a function to humiliate someone. Furthermore, all types of dysphemism had a function to attract reader attention. The attraction was manifested through words that are not commonly used that makes people think and curious.

### **Suggestion**

This research focused on the types of dysphemism in *Prohaba*. Thus, it is expected that this research can be a reference for other researchers to conduct similar research about dysphemism in another newspaper or field.

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