

**EUPHEMISM IN POLITICAL DIALOGUE OF MATA NAJWA TALKSHOW  
ON YOUTUBE APPLICATION, 2023 EDITION.**

**Selviana Puji Ramadani**  
NPM. 20882011A226030

**ABSTRACT**

*This study aims to describe euphemistic expressions found in three political dialogues on the Mata Najwa talkshow on Najwa Shihab's YouTube channel. There are three main problems that are the focus of this study. These problems include (1) types of euphemisms in political dialogues on the Mata Najwa talkshow, (2) functions of euphemisms in political dialogues on the Mata Najwa talkshow, and (3) meanings of euphemisms in political dialogues on the Mata Najwa talkshow. All three problems are analyzed using semantic theory. This study uses the theory of Abdul Chaer (2013).*

*This is a qualitative research using a descriptive approach by describing the results of the obtained data. The data obtained in this study are words, phrases, clauses, and sentences which are examined using semantic studies. The data source is obtained from utterances taken from political dialogue videos uttered by the host, sources, and viewers in the Mata Najwa talkshow video. The data collection technique used is the simak method with basic techniques, namely tapping techniques, followed by advanced techniques in the form of free-involved simak techniques, downloading techniques, and recording techniques. The data analysis method used in this study is the matching method.*

*The results of this study show that there are 119 euphemism data from various types, functions, and meanings. First, there are 10 types of euphemisms found, including figurative expressions, metaphors, flipancy, building new patterns or expressions (remodeling), circumlocution, clipping, acronyms, one word replacing another, meaning outside the statement or inconsistency, and borrowing terms (borrowing). Second, there are 3 functions of euphemisms found, including softening speech, disguising meaning, and reducing embarrassment. Third, the meaning of euphemisms consists of conceptual meaning and associative meaning which refer to several references including objects or animals, body parts, diseases, events, activities, and conditions. The function and meaning are known after the type of euphemism is determined first, so the process of data analysis related to the type, function, and meaning of euphemisms will be interrelated.*

**Keywords:** *Semantics, Euphemism, Mata Najwa Talkshow*