ABSTRACT

Sari, Bella Permata. 2020. *The Study of Ephemism in Durtete's Speech at State of Nation Address (SONA)*. Undergraduate Thesis. English Education Department. Faculty of Teacher Training Education. Universitas PGRI Adibuana Surabaya. Advisor : Fajar Susanto, S.S, M. Pd.

Keywords: Figurative language, politicals speech, Keith Allan and Burridge, politeness, linguistics

The purpose of this research is to know what types of euphemism are in political speech of Durtete at State of Nation Address (SONA). Furthermore to know what are the implied meanings in speech of Durtete at State of Nation Address (SONA). There are many theories of ephemism, but this reserach focused on the theories of Keith and Allan Burridge.

This research is descriptive qualitative, which is the researcher takes the data from the speech of Durtete that already transcripted via online. The data here are from the statement or utterances. The way collecting data are, watch the video, read the transcript inventorying data, and classifying data.

The result of the studies based on keith alan and burridge (1971:41), there are 5 types that found by the researcher. The types are metaphor, litotes, personification, idiom, and metonymy. Futhermore in each utterances that used by Durtete has implied meaning and some purposes. Then, euphemism help the politicians to maintain their politness in communication skill.

ABSTRAK

Sari, Bella Permata. 2020. *Penelitian Euphemsim dari Pidato Duterte di State of Nation Address (SONA).* Program Studi Pendidikan Bahasa Inggris. Fakultas Keguruan dan Ilmu Pendidikan. Universitas PGRI Adi Buana Surabaya.
Pembimbing: Fajar Susanto, S.S, M. Pd.
Kata kunci: *Gaya bahasa, Pidato Politik, Keith Allan and Burridge, Kesopanan, Ilmu bahasa.*

Penelitian ini berjudul the study of eupheism in Duterte speech at South of Nation Address (SONA). Tujuan dari penelitian ini adalah untuk mengetahui jenis dan makan atau pesan dibalik ucapannya dalam pidato politik Durtete di State of Nation Address (SONA).

Penelitian ini difokuskan pada bahasa eufemistik dan merupkan jenis penelitian deskriptif kualitatif. Data diperoleh dari pidato Durtete yang ditranskrip via online. Selanjutnya cara pengumpulan data adalah, menonton video, membaca data inventarisasi transkrip, dan mengklasifikasikan data.

Hasil penelitian berdasarkan keith alan dan burridge (2006:31). Ada empat jenis yang digunakan oleh Durtete, Jenisnya adalah metafora, litotes, personifikasi, dan idiom. Jenis eufemisme yang paling banyak digunakan oleh Durtete adalah litotes. Lebih jauh dalam setiap ujaran atau statistik telah tersirat makna dan beberapa tujuan. Dengan menggunakan eufemisme itu dapat membangun kestabilan komunikasi.